

2024

Hello,

my name is Kathryn Houghtaling, a professional graphic designer and creative director who is passionate about delivering high-quality creative solutions to creative problems. Highly organized, detailed oriented and self motivated, able to execute, manage and direct multiple projects, as well as teams.

I am driven to work with talented professionals who have strong creative ideas and challenging design objectives. I thrive in fast-paced environments with demanding deadlines.

Thank you for your consideration.
I hope to hear from you soon.

Best,

Kathryn Houghtaling

visual communicator | graphic designer | creative mind

Wilmington, NC



visit kathrynhoughtaling.com

845.731.9107 | kathryn.houghtaling@gmail.com

PROFESSIONAL EXPERIENCE

SKILLS

proficient in

MAC & PC: Adobe Creative Suite, InDesign, Photoshop, Illustrator, Premier Acrobat, Microsoft Office, Excel, GoogleDocs, Pre-Press Software, PowerPoint, Basic HTML, Project Management & Project Management Systems.

problem solver & visual communicator

Advertising, Marketing, Publishing, Promotions, Brand Development Marketing Campaigns, Corporate Identity, Logos, Magazines, Catalogs, Direct Mail, Packaging, Print Production, Digital Media, Illustration, Typography, Print Production, Product Color Correcting, Desktop Publishing, Color Theory, Photo Restoration, Painting, Photography, Textile Design, and so much more.

EDUCATION

BFA in Graphic Design, Visual Communications
SUNY New Paltz, NY 1992

Associates Degree in Fine Art
Orange County Community College, NY 1988

AWARDS

American Graphic Design Awards from Graphic Design USA for outstanding graphic design & publication work on the



MotorClub Magazine, 2014

MotorClub Magazine, 2013

JGS Website, 2013

Ulster County Travel Guide, 2012

Pine Grove Summer Brochure, 2012

AutoXcel

WILMINGTON, NC

Art Director | Graphic Designer

2019-present

Creative execution, direction and rebranding for all printed and online materials. Designed, built and manage 3 websites. Create videos and handle marketing & social media strategies. Work closely with CEO, sales teams and printers to manage tight deadlines. Implement systems for better workflow, and so much more.

Medibags | Pharmaceutical Advertising

WILMINGTON, NC

Creative Director

2019-2020

Art Director and graphic designer for national advertising & marketing company. Designer for all ads, branding and print in a face-paced business environment. Work closely with sales team clients and pharmacies.

Haband/Bluestem Corporation | Fashion/Home

MAHWAH, NJ

Senior Designer

2014-2016

Creative execution & direction for men's & women's fashion as well as home goods. Design lead for web, catalog, direct mail other advertising collateral. Coordinated with all departments including: marketing, buyers, inventory, photo studio & premedia departments to ensure corporate branding standards were met.

Focus Media Firm | Design, Advertising & Marketing

GOSHEN, NY

Senior Art Director

2010-2014

Managed designers, setup systems & organization within a face-paced design environment to ensure all branding was kept to the highest standard. Creative development and execution of award-winning design works for a variety of visible clients in the NYC, Hudson Valley & tri-state areas.

Lawrence Erlbaum Associates | Publishers

MAHWAH, NJ

Taylor & Francis Group/Routledge Press

1996-2010

Creative Director

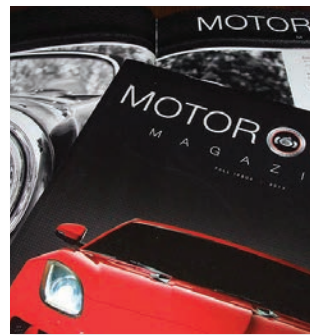
Creative development and execution of academic books, journals & promotions department. Designed, managed, and produced works while implemented strategic identity systems. Set up project managements system for creative teams to ensure proper work flow.



print | web

branding | advertising | publishing

marketing | promotions



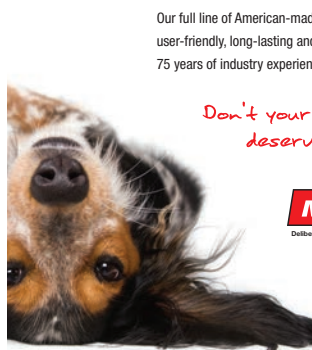
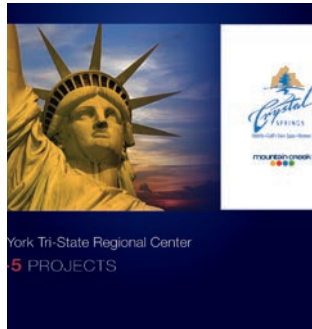
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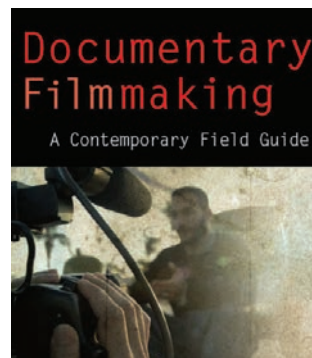


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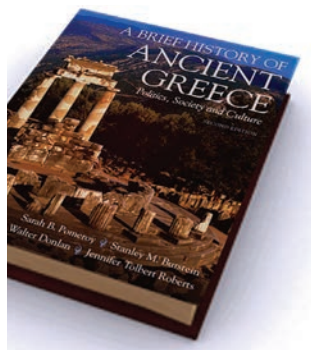
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