

# katherine frazier

## graphic design + operations

Multifaceted innovator proficient in the creative and technical aspects of design. Exceptional attention to detail—able to think critically and creatively in a fast paced environment.

### contact

kepfrazier@gmail.com  
407.617.2022

### portfolio

kepfrazier.com

### skills

Branding  
Illustration  
Typography  
UI/UX  
Layout  
Prepress

### toolbox

InDesign  
Illustrator  
Photoshop  
FlexiSign  
Office 360

### education

**Bachelor of Fine Arts**  
Graphic Design  
2013, Auburn University

### certifications

**Google UX Design**

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes

### graphic designer + director of operations

**Impact Sign & Design (Start-Up Company)** • January 2022 - Present

- Created logo and brand identity, and maintained brand standards across all platforms.
- Designed small and large scale signage, as well as print and digital graphics.
- Designed and implemented workflow processes and administrative policies.
- Created system mechanics and pricing algorithms for CRM and invoicing software.

**Notable Clients** | D.R. Horton • Lennar • Pulte Homes • Toll Brothers • Century Communities

### graphic designer + operations manager

**Global Signs** • October 2019 - January 2022

- Designed 2D and 3D signs, adhering to technical requirements and brand standards.
- Designed workflow processes, proof templates, and reference guides.
- Updated system mechanics and pricing algorithms for CRM and invoicing software.

### graphic designer + operations assistant

**Global Signs** • June 2019 - October 2019

- Maintained brand standards across all platforms.
- Prepared and packaged files for print, contour cut, and CNC routed projects.
- Maintained CRM software, including pricing and billing systems.

**Notable Clients** | Liberty Communities • Sharp Communities • City of Peachtree Corners

### graphic designer

**Imagine Advertising & Publishing** • January 2017 - June 2019

- Created templates and layouts for print and digital advertisements.
- Designed logos, brand standards, and marketing collateral.
- Wrote copy, typeset, and proofed jobs for team-members.

### graphic artist

**Imagine Advertising & Publishing** • January 2016 - January 2017

- Designed advertisements and deliverables for print and digital projects.
- Created themes and graphics for standardized templates.
- Collaborated with account managers and other designers to satisfy customer needs.

**Notable Clients** | Ashley Furniture • Magnolia Home • Simmons • Sealy • Scott Living