



# katie chubb

GRAPHIC DESIGNER

## CONTACT INFORMATION

Katie M. Chubb  
(517) 388-9301  
kmchubb1@gmail.com



**LinkedIn Profile:**  
<https://www.linkedin.com/in/katie-chubb-02149225>

## EDUCATION

Michigan State University  
East Lansing, Michigan



**Bachelor of Arts**  
Telecommunications, Information  
Studies, & Media  
Specialization in Digital Media Art  
and Technology  
May 2007

## PORTFOLIO

Online portfolio available at  
[www.KatieChubb.com](http://www.KatieChubb.com)

## WORK EXPERIENCE:

**Self-Employed** ..... *Dimondale, Michigan*

Freelance Graphic/Web Designer · *September 2019 - Present*

- Develop engaging and innovative digital and print designs for clients from a broad range of industries.

**Michigan Public Health Institute** ..... *Okemos, Michigan*

Multimedia Designer and Project Coordinator · *July 2017 - September 2019*

Graphic and Communication Specialist · *May 2016 - July 2017*

- Attend customer project branding meetings to capture vision and concepts to design compelling graphics that engage targeted audiences for trainings and conferences.
- Work with project teams to create original graphic and layout concepts for online, print and rich media content, based on layout and aesthetic design principles.
- Serve as the webmaster for the departmental website events.mphi.org
- Work in collaboration with customers and project teams to develop web, email and social media designs that will promote educational programming.
- Research trend tools, follow trends, tap into leading edge trend setters – to enroll current trends into the product portfolio and advise clients and team of the trends
- Analyze program marketing and communication needs, develop timelines and coordinate completion of deliverables.
- Lead and mentor other designers through collaboration and feedback.
- Work with cross-functional teams to develop campaigns for both the corporate brand as well as external client branding.
- Work in collaboration with the Systems, Event Management, and Process Development teams to design, develop, test, launch, and maintain event production processes that improve communication and quality assurance.

**Greater Lansing Convention & Visitors Bureau**..... *Lansing, Michigan*

Manager, Multi-Media and Graphic Design · *October 2012 - April 2016*

- Worked in collaboration with members of the marketing communications department to promote the Greater Lansing area as a destination.
- Utilized new media technologies to develop marketing and promotional materials for both print and digital mediums.
- Created content and helped maintain appearance of the Bureau web sites and social media projects in collaboration with other marketing communications staff.
- Responsible for maintaining graphics standards and brand consistency across all platforms.
- Maintained an archive of art created, graphic elements, web elements and company photographs.
- Maintained Bureau's photo library utilizing Adobe Bridge and coordinated photo/video shoots.
- Set the design direction and managed the creative process for the Greater Lansing Visitor Guide.

**Miracle Midwest** ..... *Okemos, Michigan*

Design and Marketing Specialist · *June 2010 - October 2012*

- Developed printed all marketing materials as well as advertisements printed in publications distributed throughout Michigan & Indiana.
- Designed and distributed emails as part of a corporate marketing campaign.
- Increased productivity by implementing interactive forms to assist sales representatives.
- Worked with the General Manager to increase corporate brand recognition.
- Formatted and designed project proposals for bids.
- Maintained and assisted with the design of the corporate website.

**Invescor, Ltd.** ..... *Farmington Hills, Michigan*

Multimedia Designer · *January 2008 - June 2010*

- Created and maintained 15 flash applications used with all associated agents/registered representatives.
- Created and maintained five self playing PowerPoint presentations with sound tutorials.
- Performed web site maintenance as needed.
- Assisted in the company re-branding and graphic standards development.
- Provided graphic design for print, web, and electronic applications.
- Designed, developed, and edited both internal and external websites.
- Improved communication between agents and broker dealers with the development of 3 flash applications that ultimately assisted in the addition of 5 national Broker-dealer relationships.
- Administrator and technician of company webinars seen by as many as 200 agents and registered representatives.



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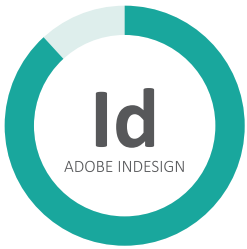
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## CREATIVE & TECHNICAL SKILLS



*Also skilled in Adobe Acrobat DC, Adobe Animate CC, Adobe Bridge CC, Adobe InCopy CC, Adobe Premiere Pro CC, and Adobe Lightroom CC.*



*Also skilled in LinkedIn, JotForm, Trello, Asana, Constant Contact, Survey Monkey, Pinterest, Instagram, and Twitter.*

## AWARDS:



*2014 Mid-Michigan American Advertising (Addy's) Merit Award for OUT-OF-HOME Outdoor Welcome To Greater Lansing Board Extension/Dimensional.*

## REFERENCES:

**Hope Rollins**  
Director of Education & Training  
MPHI  
Cell: (517) 614-9472  
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**Alfred Washington**  
Owner  
Landlord Nation  
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**Michael Williams**  
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