

# Katie McCaskill

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## STAFF EXPERIENCE

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### Graphic Designer

2010-Present • One Book Shelf, Inc. • Atlanta, GA

Create, prepare and update book files for print on demand and eBook downloads for sale on the largest online RPG store. Extensive work creating and altering PDF files depending on publisher needs and recreating files when necessary. Set up and maintain comprehensive graphic file archive (containing hundreds of books including graphic novels, fiction books, RPG games, all ads, as well as sales materials) for company access.

### Art Director

2005-2009 • Publisher Services, Inc. • Atlanta, GA

Worked with manufacturers to invent and design new products as well as creating the product's package designs exclusively for Barnes & Noble stores nationwide. Commissioned original photography for a series of puzzles and created all product and package designs for the line. Created new package designs for existing and language-translated products. Designed all product logos, email blasts, web designs and graphics, promotional and sales material including quarterly catalogs, convention signage and custom booth displays. Photographed products for sales material as needed. Served as primary point of contact at industry conventions. Interviewed, trained and mentored all interns. Established new relationships with printers, performed all print buying while coordinating workflow and ensuring adherence to tight production schedules. Addressed and successfully resolved issues and concerns for challenging publishers.

### Marketing Art Director

2003-2005 • White Wolf Publishing • Atlanta, GA

Conceptualized and executed marketing campaigns for publisher of multi-line game books, fiction novels, videogames, collectible card games, and affiliated web sites. Designed logos, magazine articles and advertisements, product packaging, quarterly catalogs, and extensive convention materials. Commissioned original artwork from freelancers for use in books and marketing materials. Built and maintained rapport with local and international printers.

### Art Director

2001-2002 • Digizign, LLC • Atlanta, GA

Acted as consultant for multimedia design studio focusing on small businesses and start-ups. Designed web sites, logos, marketing collateral, media kits, sales sheets, and GUI (graphical user interface) prototypes for web-based client software. Maintained graphics, banner ads, and layout for multiple client web sites. Interacted extensively with clients to determine the best method to fulfill their graphic needs.

### Senior Graphic Designer

1999-2001 • Naviant Marketing Solutions • Atlanta, GA/New York, NY

Handpicked by senior management to relocate from Atlanta to New York to support the graphic needs of eight offices worldwide. Provided art direction for all Flash projects, trade show demos, and photo shoots. Designed and created web graphics, direct mail, Power Point presentations, media kits and all sales materials. Established company graphics policies and procedures. Created and maintained graphics archival system. Provided convention and software support.

### Senior Graphic Designer

1995-1998 • White Wolf Publishing • Atlanta, GA

Designed logos, book covers, interior layouts and all production work for approximately 10 game books annually. Digitally colored black-and-white commissioned art for book covers and promotional materials. Performed photo manipulation and retouching, color correction, color separation, film processing, and file archiving. Trained and mentored multiple interns.

## FREELANCE EXPERIENCE

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Graphic design, illustration, web design, and fine-art services for a diverse list of clients including: DC Comics, Naviant Technology Solutions, Goodwill Industries, Capstone Insurance Group, Georgia State University, I-Renaissance, Wizards of the Coast, Five Rings Publishing, One Book Shelf, Inc., Catalyst Game Labs, White Wolf Publishing and CCP North America.

## COMPUTER SKILLS

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Adobe CS5 (Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat), Microsoft Office, QuarkXPress

## EDUCATION

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The Art Institute of Atlanta • 1991-1993 • Atlanta, GA • Associate of Arts, Visual Communications  
Ringling School of Art and Design • 1987-1989 • Sarasota, FL • Illustration Major