

# Kathryn Campbell

GRAPHIC DESIGNER • [kathryncampbell.com](http://kathryncampbell.com)

## CONTACT

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Over twenty-five years in the design business has given me a deep appreciation for people and their many voices and personalities. Collaborating with people is the most satisfying part of being a designer.

## TOP 3

attention to detail  
customer service  
creativity

## PERSONAL SKILLS

- **Problem solver**, adept at turning a simple idea into reality for websites, marketing campaigns or books—with close attention to detail
- Skilled in **written and verbal communication** with customers
- Performed a **leadership role** as head of design department, in charge of coworker mentoring and creative direction
- Improved **productivity** by developing new procedures and software

## EDUCATION

Washington State University  
graduated 1991, Bachelor of  
Fine Arts degree with an  
emphasis in graphic design

## DESIGN SOFTWARE

InDesign  
Photoshop  
Illustrator  
Microsoft Office  
Mac or Windows

## DESIGN EXPERIENCE

**Art Director** • Gorham Printing. Centralia, Washington  
1991–present

In over twenty years of employment with this business I have put tremendous work into making this business thrive and grow by handling many responsibilities. Initially, I was the single employee working on five active titles simultaneously, now the business has expanded to ten employees and 150 active titles at any one time. As the primary book designer, I designed custom cover and text designs for complex works of history, manuals, scientific and medical works, as well as fiction and memoirs. Other responsibilities have included creating new marketing strategies, and developing, copy writing and designing a self-publishing guidebook. Web design duties included creating our first website in 1994, with continual expansion, usability and design improvements—and recent mobile readiness—resulting in an industry-leading and highly-ranked book printing website ([www.gorhamprinting.com](http://www.gorhamprinting.com)).

**Freelance Graphic Designer** • Wildwood Studio

2000–present

Contracted with authors and publishers for book projects, and large clients like the Washington State Secretary of State's office to work on many print items including State Voter's Pamphlet covers, brochures, a billboard, posters, and state symbol coin brochure. Designed websites, book covers, logos and identity systems.

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## WEB SKILLS

HTML  
CSS  
PHP  
Javascript  
Wordpress  
interactive graphics  
image optimization  
Dreamweaver  
Komodo

## DESIGN EXPERIENCE CONTINUED

### Web Design Contractor • Microsoft 2008

Contracted through Elections Division, Office of the Secretary of State. Created web graphics and developed interactive clickable county map for Washington State Elections website.

### Graphic Designer • Washington State Office of the Secretary of State, Elections Division and State Library 1991-2005

Employed as intern 1991-1992. During that time, assisted with production of the 1992 State Voter's Pamphlet, including content proofing, and production press checks. Also answered the voter hotline, and performed assorted office duties. Later served as a graphic design contractor and designed Voter's Pamphlet covers for the years 2003-4, as well as website graphics, brochures, annual reports, posters, websites and booklets.

## REFERENCES

Karen Bonnell  
Dori Yang  
Cora Holmes

## DESIGN TYPES

- **Extensive experience designing books of all types:** Over 1000+ cover designs, and hundreds of interior designs in every genre from memoirs to coffee-table history books.
- **Large variety of print materials:** brochures, flyers, postcards, bookmarks, a billboard, newsletters, annual reports, and many more.
- **Websites:** Developed expansive 75+ page website; wrote content, designed graphics and landing pages, and created Flash flip page graphics. Implemented SEO strategies, assisted by Google Analytics.
- **Logos and company brands:** designed logos and developed branding strategies for using them. Created vector, web and print versions of logos for many applications.

## Charitable Projects

Board member of Tumwater High School Alumni Association: developed and maintains website, provides graphics and logos for golf tournament as well as other fundraising events

## Personal Interests

Kathy enjoys cooking with her family and exploring new international cuisines. She also enjoys hiking, camping, kayaking and swimming.