

kacie
desmond

Flexible

No matter what role I am assigned in a project, I will do it well. I can take charge and get the job done, but I also know when to step back and assist.*

*At my campus job, I worked up the ranks from staff artist to director.





aACTIVE

I'm full of energy and thrive in hectic and lively environments.

I'll take a mountain of projects and deadlines any day of the week.*

*Sometimes the lively environment I thrive in is self-created...



ADVENTUROUS

My thrilling experiences have shown me that there is more than one way to look at things. These varying points of view add dimension and originality to my work.*

*Some people go to Switzerland to eat cheese and chocolate. I went to jump off cliffs into glacial runoff and ride a Vespa through the Alps.



HaRDworking

Industriousness is the best way to yield excellent results. I'm not afraid to muscle through a tough problem.*

*In high school, I was on the powerlifting team. My best deadlift was 250lbs. Now, I stick to running half-marathons.





I am a flexible, active, adventurous and hardworking graphic designer looking for a stimulating and busy career in marketing and advertising.

kacie@kaciedesmond.com
www.kaciedesmond.com
315.427.4526

Flexible

Marketing

Experienced interpreter of market research and application of findings to successful campaigns

Branding

Excellent at working within brand limitations while simultaneously strengthening the brand's overall identity and reach

Art Direction

Easily able to communicate a vision to designers, photographers and printers

Adobe CS4

Skilled in Illustrator, Photoshop, InDesign, Flash and Dreamweaver

HTML, CSS & Actionscript 3

Intermediate knowledge of website and motion design, and social media applications

Active

Freeze Fest Committee

September–December 2009

Worked with various members of Student Government and the Center for Campus Life to create and implement RIT's inaugural Freeze Fest winter weekend

Alpha Sigma Alpha Sorority

Spring 2007–Present

Vice President of Programming and Ritual
Vice President of PR and Recruitment
Webmistress

Marathoner in Training

Recently I finished the Rochester Flower City Half Marathon, and am running the Lake Placid Half Marathon in June.

Adventurous

Rochester Institute of Technology

School of Design

BFA Graphic Design, May 2010
Dean's List, 2007–2010
Cumulative GPA 3.8

Syracuse University Study Abroad

Summer 2008

Art History in Florence, Italy

Hardworking

Wegmans Food Markets, Inc

Freelance, 2010

Assisted with various projects, learned the intricacies of freelancing

Positive Negative Magazine

Co-Art Director, 2009-2010

Editorial Design class student project. Managed and directed classmates to create and produce an actual magazine. Peer-elected position.

RIT College Activities Board

November 2006–Present

Director, 2008–Present

Managed the events, publicity and technology staff, ran weekly meetings, planned events including RIT's annual spring weekend, Spring Festival. Represented the College Activities Board to other departments on campus.

Marketing Coordinator, 2008

Managed publicity staff, created marketing plans, and branded new departments.

Staff Artist, 2006–2008

Designed weekly event publicity.

Wegmans Food Markets, Inc

Graphic Design Intern, Summer 2009

Assisted two design teams with various projects, including researching and developing and implementing the 2009 Back to School campaign.

Designworks Advertising

Design Intern, Summer 2007

Assisted creative team with various projects.

Successful

Rochester Advertising Federation

Laddy Award Recipient, 2010

Received honors for a campaign for Clif Bar

Alpha Sigma Lambda Honor Society

Spring 2010

Recognizes RIT student leaders for campus involvement and academic excellence.

Alpha Sigma Alpha

Scholar of the Year, 2008–2009

Commends the sister with the highest GPA.

Alpha Sigma Alpha

Outstanding New Member, 2007

Acknowledges spirit, commitment and responsibility during the first year of membership.