



kacie@kaciedesmond.com
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I am a flexible, active, adventurous and hardworking young professional looking to jump start a stimulating and busy graphic design career.

Flexible

Marketing

Experienced researcher of marketing trends and application of research 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 Creative Suite

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 both the Rochester Flower City Half Marathon, and the Lake Placid Half Marathon. I am hoping to run a full marathon in the near future.

Adventurous

Rochester Institute of Technology

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

Syracuse University Study Abroad

Art History in Florence, Italy, Summer 2008

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.
Created and produced actual magazine.
Peer-elected position.

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.

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.

Marketing Coordinator, 2008

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

Staff Artist, 2006 - 2008

Designed weekly event publicity.

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

Inducted Spring 2010

Recognizes RIT student leaders for campus involvement and academic excellence

Alpha Sigma Alpha Scholar of the Year, 2009 - 2010

Recognizes the sister with the highest GPA.

Alpha Sigma Alpha Outstanding New Member, 2007

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