



**KATRIN ASTARITA
DESIGNER**

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EXPERIENCE

SENIOR GRAPHIC DESIGNER

FRETTE

NEW YORK, NY (AUG 2020 - PRESENT)

- Work with various company shareholders to concept, create, and deliver all visual creative needs across the globe, including marketing, advertising, sales, press, e-commerce, store, hospitality, wholesale, and corporate.
- Responsible for both upholding the branding for our heritage luxury company wherever needed, as well as the creation of new collateral, templates, guidelines, etc. to keep the brand feeling fresh and modern in an ever changing industry and digital landscape.
- Manage and mentor more junior designers, which includes being responsible for hiring the team members, assigning them appropriate work, providing feedback and approval for their projects, and providing quarterly and yearly performance evaluations.

GRAPHIC DESIGNER

CHAIRISH INC. (FORMERLY DERING HALL)

NEW YORK, NY (AUG 2016 - MAR 2020)

- Updated and expanded upon previously outdated branding, with the intent of positioning Dering Hall as a contemporary solution in a traditional industry.
- Served the various teams as the company's sole designer, seamlessly switching from sales, marketing, editorial, social media, and tech projects.

SENIOR DIGITAL DESIGNER

COTY & BEAMLY INC.

NEW YORK, NY (MAY 2013 - MAY 2016)

- Created profiles, widgets, advertisements, and more that matched look and feel of TV shows across all genres, oftentimes without assets or direction.
- Created mockups, presentation materials, and other collateral that contributed towards Beamly's purchase by Coty.

JUNIOR DESIGNER

360i

NEW YORK, NY (MAY 2012 - APR 2013)

- Produced creative for brands across all verticals and styles, creating graphics for everything from Coca-Cola, to Ugg, to Kraft, to Fisher-Price, and more.

EDUCATION

ST. JOHN'S UNIVERSITY | BFA IN GRAPHIC DESIGN

QUEENS, NY (2007 - 2011)

SKILLS

DIGITAL & PRINT DESIGN
BRANDING
ADVERTISING DESIGN
SOCIAL MEDIA DESIGN
TYPOGRAPHY
COLOR THEORY
ICON CREATION
GIF CREATION
WIREFRAMING
MOCKUPS & COMPS
HAND LETTERING
IMAGE SOURCING
DIGITAL ILLUSTRATION
APPAREL DESIGN
TRADITIONAL MEDIUMS

SOFTWARE

ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE ILLUSTRATOR
ADOBE PREMIERE PRO
ADOBE ACROBAT
ADOBE XD
CEROS
SKETCH
FIGMA
INVISION
CAMPAIGN MONITOR
SAILTHRU
GOOGLE DRIVE
GOOGLE SLIDES
GOOGLE DOCS
GOOGLE SHEETS
MICROSOFT OFFICE
MICROSOFT POWERPOINT
MICROSOFT WORD
DROPBOX
MONDAY.COM