



chalmers CREATIVE

OWNER: Katie Chalmers

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JANUARY '03 – PRESENT | **Chalmers Creative** (Formerly Katie Chalmers Design)

- Freelance graphic designer and illustrator
- Work remotely with clients to create well-designed solutions for print and web

JULY '17 – FEBRUARY '21 | **Takeform, Medina, NY**

- Began as Experiential Designer for training purposes, first six months
- Promoted to Manager of Experiential Design Team, which included 14 designers
- Designed or coordinated the design of signage, wayfinding systems, experiential graphics such as large art panels and branded wall graphics
- Worked very closely with other Takeform team managers to enact process changes

FEBRUARY '16 – JUNE '17 | **Buffalo Design & Printing, Buffalo, NY**

- Senior designer/Art Director, handled all design needs, dealt directly with clients
- Worked remotely to create graphic solutions for both print and web
- Designed logos, brochures, annual reports, invitations, social media graphics, etc.

APRIL '00– JANUARY '03 | **PennWell Publishing, Nashua, NH**

- Art director for Advanced Technology division of large publishing company
- Worked closely with illustrators and editors, also designed in-house marketing material
- Sole designer for five monthly business-to-business magazines and their supplements
- Redesigned existing magazines and designed start-up publications

MARCH '97– FEBRUARY '00 | **The Lindler Fried Design Group, Baltimore, MD**

- Senior designer with five person design firm. Trained multiple junior designers
- Worked directly with a wide variety of clientele to create appropriate design solutions
- Designed full range of high-end print collateral, complex photo/type collages
- Regular vendor/client contact, supervised photoshoots and presschecks

OCTOBER '94– FEBRUARY '97 | **TM Design, Denver, CO**

- Mid-level designer with five person design studio
- Designed logos, ads, posters, brochures and newsletters for an array of clients
- Created illustrations and original artwork
- Developed excellent technical skills, production knowledge and editing experience
- Supervised photoshoots and presschecks

JULY '93– OCTOBER '94 | **Creative Marketing Services, Buffalo, NY**

- Entry-level designer with five person agency, designing flyers and catalogs
- Regular vendor/client contact, supervised photoshoots and presschecks

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY

BFA in Graphic Design, May 1993
Graduated with high honors
Illustration Concentration
Philosophy Minor

PROFICIENT ON MACS IN

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Adobe After Effects
Canva
Powerpoint

QUALITIES

Emotional intelligence
Business acumen
Highly self-motivated
Strong leadership/management skills
Clear communicator
Very detail-oriented
Excellent proofreading skills
Art direction
Print design
Web graphics
Illustration skills
Press checks
Copywriting
Marketing

ENJOYS

Squirrels
Hiking with family
Traveling out west
Dog agility training
Playing piano
Watercolor painting
Volunteering for church



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PARTIAL CLIENT LIST AND PROFESSIONAL REFERENCES

CLIENTS WORKED WITH:

CONSULTING FIRMS

AON Consulting
Baltimore Advisors, Inc.
Columbia Consulting Group
Compass Technology Associates
Salazar & Solomon Healthcare Consulting

DEVELOPERS

Great West Management & Realty
Pennrose Properties
Struever Bros. Eccles & Rouse

FINANCIAL INSTITUTIONS

CitiFinancial
Commercial Credit
M&T Bank
Provident Bank
Sterling Bank

HEALTH CARE

Johns Hopkins Medical Center
St. Agnes Healthcare
St. Joseph Medical Center
Veterans Health Administration

INSTITUTIONAL

Baltimore School for the Arts
Denver Technical College
Friends School of Baltimore
Indiana University
Loyola Blakefield
Rochester Institute of Technology

NON-PROFIT

Friends of the Family
Habitat for Humanity
Holy Cross Lutheran Church
Jericho Road Community Health Center
Manor Care Foundation, Inc.
MdBio, Inc.
Mile High United Way
St. Paul Lutheran Church
Zion Lutheran Church

MISC.

Alessi Fitness
Alexander Design Studios
American Sheep Industry
Basicnet Office Supplies
Camp Echo Lake
C. H. Robinson
Foothill Ranch Health Center
Grubhub
Jennifer Parker Communications
Kamp Kohut
Marriott Corporation
Millennium Inorganic Chemicals
Northtowns Oral Surgery
Seitz Filters
Takeform
The Podge
U S Airways
WNY Gluten Free Diet Support Group
YMCA

REFERENCES:

JACOB ZIMMERMAN

Design Director, Takeform
11601 Maple Ridge Road
Medina, NY 14103
585.297.5630

MIKE DAIGLE

Owner, TM Design, Inc.
5840 South Espana Street
Aurora, Colorado 80015
303.437.8211

BOB LINDLER

Owner, LFg Partners
(Formerly Lindler Fried Group)
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