

katherine yee

GRAPHIC DESIGNER | Phone 408 458 0495 E-mail kyee@g.risd.edu Website www.katherineyee.com

EDUCATION

Rhode Island School of Design 2005 – 2009

BFA. Graphic Design

Kingston University Spring 2008

London Study Abroad Program

Brown University Fall 2006

Liberal Art Course

DESIGN EXPERIENCE

San Diego Museum of Man 05/11 – PRESENT

Graphic Designer | San Diego, CA

In charge of designing and implementing all of the museum's visual graphics including but not limited to exhibits, marketing materials and signage, maintaining the museum's website, and establishing the look and feel of SDMoM Events. Plays an integral role in the development of the museum's new exhibits from initial branding and gallery layout to final installation. Spearheaded the redesign of the museum's lobby with new signage, gallery guides, video and furniture. Expanded and improved the Museum's popular event, Tower After Hours, by creating a more substantial artifact case and eye-catching branding.

Fusion Media 12/09 – 05/11

Graphic Designer | Somers, NY

Part of the environmental branding team. Provide site specific branding installations for CIGNA offices across the country. Lead designer of a custom timeline highlighting CIGNA's history and international history at the Philadelphia headquarters. Created brand guidelines for site branding done at all new CIGNA Medical Group locations. Concepted look and feel for large scale PepsiCo and Pepsi Beverages Company corporate events and helped develop main meeting logo. Assisted in design of related banners, tradeshow, directionals and collateral with the chosen meeting theme. Established look of various training materials and binders for daily use by Pepsi employees.

Jakdesign 10/09 – 12/09

Freelance Graphic Designer | New York, NY

Provide a wide range of design services including identity development, information design and corporate literature for clients such as Villanova School of Business and Lazard Aerospace Financial Company.

Cosmopolitan Magazine 01 – 02/09

Art Intern | New York, NY

Designed magazine layouts and graphics for April and May issues. Cropped photos and updated mini walls.

Assisted the design team on photoshoots and organized prop closet. Downloaded images from internal photo system.

Todd Blank Design 12/09

Graphic Design Intern | San Francisco, CA

Worked on the redesign of the California Environmental Associates website including designing all the landing and subpages.

Helped design other websites, logos and identities. Participated in client meetings and gave input on all current projects.

Target Headquarters 06 – 08/07

Graphic Design Intern | Minneapolis, MN

Designed Do Your Room Packaging, Valentine's Day Sweetheart Candies Box, Club Wedd Holiday Mailer and Superbowl Packaging.

Directed Valentine's Day Dinnerware ISM which appeared in stores nationwide February 2008.

Freelance 2007 – PRESENT

Variety of commissions that include web design, graphics, print work, and branding. Partial client list:

NASW | San Francisco, CA

Astrology in a Bottle | Locust Valley, NY

Judy Heyboer Consulting | Menlo Park, CA

Daily Dose of Decadence | San Luis Obispo, CA

NABsys's Inc. | Providence, RI

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COMMUNITY INVOLVEMENT

AIGA Membership Co-Chair 05/11 – PRESENT

AIGA San Diego | San Diego, CA

Plans quarterly new member soirees and annual membership party for chapter. Responsible for finding venues, developing communication and website materials, and creating a branded atmosphere for each event. Participate in national membership meetings and strategizes methods to recruit and retain members.

LINK Mentor 05/11-PRESENT

AIGA San Diego | San Diego, CA

The AIGA San Diego LINK program works with at-risk youth and brings them art and design workshops lead by local designers. Mentors volunteer to help to enlighten and inspire the LINK students to be a part of their art community and introduce them to business and professional development opportunities. There are ten weekend workshops throughout the school year, concluding in a student art show to showcase workshop projects.

SKILLS

Design

Strong skills in typography, color, composition, organizing information, and conceptualizing ideas.
Excellent 3-dimensional thinking abilities and experience in branding and exhibit design.

Computer Mac and PC

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, and Dreamweaver)
- Macromedia Flash
- Microsoft Office (Word and Powerpoint)
- Fontlab
- HTML & CSS

RECOGNITION

Rhode Island School of Design Honor Student

Recognition for Excellent Academic Performance

Rhode Island School of Design Graphic Design Senior Show

Group Exhibition: 2009

Royal Festival Hall Exhibition

Selected for Group Exhibition: 2008

Target Great Team Member Award

Outstanding work on Valentine's Day Dinnerware ISM