
Katherine Fielding

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WORK EXPERIENCE

Senior Designer, Blue State

Senior Designer

January 2024-Present

Graphic Designer

January 2023-December 2023

Associate Graphic Designer

November 2021-December 2022

- Led and supported design deliverables including visual identity suites and guidelines documents, UI design, email and social graphics, storyboards, animation, print, merch, and more
- Presented deliverables to internal and client stakeholders
- Managed production of associate designers, ensuring quality, consistency, and brand alignment, and provided feedback and mentorship
- Led team initiatives, including skill-building workshops in motion design and planning annual design retreat
- Select project successes
 - **Big Brothers Big Sisters of America 2024 EOY Paid Media Campaign:** +587% revenue vs EOY 2023, +92% number of donors vs 2023, 237.5% return on ad spend (ROAS)
 - **Doctors Without Borders 2024 EOY Email & SMS Campaign:** +33% revenue vs goal, +3% vs 2023 (outlier year based on global events responses), +58% vs 2022

Graphic Designer, Six Half Dozen

Graphic Designer

May 2021-October 2021

Junior Designer

January 2021-April 2021

- Designed print and digital media including cross-platform campaigns, publications, social media graphics, and motion graphics
- Collaborated on branding and visual identity projects
- Managed projects from start to finish, including liaising with clients, creating timelines, and creating deliverables
- Drove agency expansion of social media capabilities including design for social media, strategy, and performance analysis

Junior Graphic Designer, Rising Tide Interactive

Contract Junior Graphic Designer

June 2020-November 2020

Design Intern

June 2019-August 2019

- Designed original ads, email graphics, and social media graphics
- Created animated motion graphics and videos for national prime time television spots and social media
- Developed graphic assets for design and video projects
- Work received coverage in The New York Times, CNN, and more and amassed 40 million+ impressions

PROFICIENCIES

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Figma, Microsoft Office Suite, Google Suite

EDUCATION

Tufts University Class of 2020, School of Arts & Sciences, Cum Laude

English and Economics Major, Studio Art Minor

Spring 2019: Tufts-in-Paris study abroad program, Paris 1 Panthéon-Sorbonne