

KATHARINE MURTA ADAMS

323-633-7715 | www.katymurta.com | katymurta@att.net | linkedin.com/in/katymurta/

Graphic Designer, Art Director, and Illustrator

ATS version (please contact me at the above email for the designed version)

Summary

- **Experienced Graphic Designer, Art Director, and Illustrator** with 20 years of experience in graphic design, branding, and digital media execution for a **Fortune 500 company with \$11.65 billion in revenue**.
- Proven ability to **collaborate effectively, adapt in fast-paced environments, and deliver high-quality design solutions** through strategic thinking, creative execution, and technical expertise for various clients--both in-house and freelance.
- Expertise in creative documentation and strategic practices for in-house design teams, **increasing team efficiency by 25%**.

Recent Accomplishments

- Led a logo refresh and brand style guide for a client, **boosting LinkedIn engagement by several hundred followers**.
- Developed strategic partnership marketing campaigns for Farmers Insurance, **increasing click rate by 10% in target demographic**.
- Implemented HTML5 banner animations during MetLife-to-Farmers rebrand, **increasing click rate by 23%**.
- Created Google Ad submission documentation, **improving Farmers Creative Services team efficiency by 25%**.

Tech Skills

• Design, Illustration, and Animation

- Adobe Creative Cloud (InDesign, Photoshop, Illustrator, AfterEffects), Tumult's HypePro, Procreate, Canva, Powerpoint, Keynote

• UX, UI, and Web

- Figma, FigJam, Webflow, Squarespace, HTML5, CSS

• Project Management

- Robohead, Asana, Rally, Homebase, Toggl, Microsoft Office, SAFe Agile Principles

Core Competencies

- | | | |
|--|---------------------------------|---|
| • Collaboration and Adaptability | • Excellent Communication | • Traditional Illustration, Drawing, and Painting |
| • Design Thinking and Creative Problem Solving | • UX and UI Principles | |
| • Color Theory, Typography, and Layout Design | • Marketing and Branding | |
| | • Motion Graphics and Animation | |

Professional Experience

Freelance Art Director, Designer, and Illustrator

katymurta creative, Los Angeles, CA, October 2023 to present

- Partner with clients to create branding, marketing materials, and digital campaigns that **drive engagement and conversions**.
- Delivered rebrand packages, UX/UI designs, illustrations, and HTML5 animations for clients including **Glentronics, Computing for All, and Jupiter Press**.
- Designed print collateral, packaging, and web assets that improved brand visibility and audience engagement.

Services:

- | | | |
|--|-----------------------------|--|
| • Print and Layout Design | • Graphic Design | • Creative Strategy |
| • UX and UI Design | • Branding and Styleguides | • Creative Best Practices and Documentation Services |
| • UX Research and Testing | • Logo and Packaging Design | • Presentation Design |
| • HTML5 Animation | • Motion Graphics | • Surface and Pattern Design |
| • Traditional and Digital Illustration | • Web and Email Design | |

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Additional Professional Experience

Senior Creative Designer

Farmers Insurance, Los Angeles, CA, April 2004 to October 2023

- **Earned five promotions** over a 19-year tenure, advancing from **Graphic Designer to Creative Designer IV**.
- **Collaborated with account managers** to create strategic partnership marketing campaigns, delivering multiple assets that **increased brand awareness, lead generation, and click rate by 10%** for the target demographic via **Affinity groups and employer-sponsored channels**.
- **Designed high-quality branding materials** for online and print, including presentations, logos, web icons, banners, illustrations, digital animations, and infographics.
- **Created marketing assets** such as multi-page books, brochures, flyers, posters, cards, email templates, and direct mail projects.
- **Collaborated with UX teams** as a Junior UX Designer, enhancing user experience through **Figma and FigJam**.
- **Produced HTML5 animated banner ads** for the MetLife-to-Farmers rebrand using **HypePro and Visual Studio Code**.
- **Designed motion graphics for Farmers.com and YouTube**, integrating visual storytelling techniques with animated illustrations.
- **Developed illustrations** for Instagram and other social media using **Procreate and Adobe Illustrator**.
- **Led an illustration brand styleguide initiative**, streamlining asset creation for internal teams and **improving team efficiency by 25%**.
- Created an Adobe InDesign best practices guide and training sessions, **saving hours on tutorials**.

Contract Artist

Lakeshore Learning, Carson, CA, March 2003 to October 2003

- **Created characters, backgrounds, and packaging** for children's educational products used nationwide, using **Adobe Illustrator and hand-drawn illustrations**.

Senior Designer

Knowledge Kids Network, Los Angeles, CA, February 2000 to September 2002

- **Designed characters, backgrounds, and web assets** for educational children's website, using **Adobe Illustrator and Adobe Animate**.

Computer Artist

Disney Interactive, The Walt Disney Company, Burbank, CA, May 1994 to February 2000

- Produced 2D/3D game and print assets, **including work for the award-winning PC game "Nightmare Ned."**

Education & Certifications

- **BFA, Illustration** – ArtCenter College of Design, Pasadena, CA, (April 1994)
- **Certifications** – SAFe POPM (2023), Google UX Design (2022), Leading SAFe (2020)
- **Memberships** – Los Angeles InDesign User Group (2010 – Present)