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 the above email for the designed version)

Summary

Experienced Graphic Designer, Art Director, and Illustrator with expertise in graphic design, branding, and digital media execution, including a successful tenure at a **Fortune 500 company with $11.65 billion in revenue in a highly regulated industry.**

- Proven ability to **collaborate effectively 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%.**

- Possess a strong background in creating compelling visual content that drives engagement and conversions across various platforms, including **social media, websites, and digital advertising.**

- Proficiency in **Adobe Creative Suite (Photoshop, Illustrator, AfterEffects, InDesign, Premier), Figma, Procreate, and Canva** that delivers high-quality design solutions tailored to brand aesthetics.

- Experience includes **designing motion graphics, UX/UI elements, and print materials,** all while managing multiple projects in fast-paced environments. **Passionate about visual storytelling and committed to producing innovative designs that resonate with target audiences.**

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%.**

- Built out websites, **using Figma, Webflow and Squarespace.**

Tech Skills

- **Design, Illustration, and Animation**
  - Adobe Creative Cloud (InDesign, Photoshop, Illustrator, AfterEffects, Premier), 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 365 (including Sharepoint and Teams), SAFe Agile Principles

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

- **Created PowerPoint presentations and infographics** from highly regulated, complex information within the bounds of ADA compliance and insurance-industry guidelines.

- **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, using **Adobe AfterEffects, Adobe Premier, and Adobe Illustrator.**

- **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 for 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 –**
  - California Basic Educational Skills Test (2025)
  - SAFe POPM (2023)
  - Google UX Design (2022)
  - Leading SAFe (2020)

- **Memberships –** Los Angeles InDesign User Group (2010 – Present)