

KATHARINE MURTA ADAMS • Senior Designer & Illustrator

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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 styleguide 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 for various clients**.

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/Teams), SAgile Principles

Professional Experience

Freelance Art Director, Designer, and Illustrator

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

- Partner with clients to create strategy campaigns, resulting in branding, marketing materials, and digital campaigns that **drive engagement and conversions**.
- Clients include: **Glenronics, Computing for All, Greg Meridith Music, Michael Hayes Properties, William Stout, Area 5 District 3 Alcoholics Anonymous, Raj Manhas Publications, MedDivide, and others**.

• Services:

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|-------------------------------------|--|-----------------------------------|
| • Print, Layout, and Graphic Design | • Traditional and Digital Illustration | • Web and Email Design |
| • UX and UI Design/Research | • Branding and Styleguides | • Creative Documentation Services |
| • Social Media Management | • Logo and Packaging Design | • Presentation Design |
| • HTML5 Animation | • Motion Graphics | • Surface and Pattern Design |

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Professional Experience (continued)

Senior Creative Designer

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

- **Earned four 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.
- Led the annual **Farmers Insurance Open** as Lead Designer, creating original art for badges, bag tags, posters, digital signage, web banners, **GIPHY stickers for Instagram and other assets, using Adobe InDesign, Adobe Photoshop, Adobe Illustrator, and Adobe AfterEffects**.
- **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**.

Education & Certifications

- **Bachelors of Fine Art, Illustration** – ArtCenter College of Design, Pasadena, CA
- **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)