KATHARINE MURTA ADAMS

Art Director & Graphic Designer   Illustrator & Artist   Visual Alchemist & Storyteller

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

TECH SKILLS

- **Design, Illustration & Animation**
  + Adobe Creative Cloud (InDesign, Photoshop, Illustrator, AfterEffects)
  + Tumult's HypePro
  + Procreate
  + Canva
  + Powerpoint/Keynote
- **UX, UI & Web**
  + Figma & Figjam
  + Webflow/Squarespace
  + HTML5 & CSS
- **Project Management**
  + Robohead
  + Asana
  + Rally
  + Homebase
  + Toggl Track
  + Microsoft Teams/Sharepoint
  + SAFe Agile Principles

CORE COMPETENCIES

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

SUMMARY

- **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 implemented a brand styleguide for a recent client, **increasing LinkedIn engagement by several hundred followers and improving brand recognition.**
- Developed strategic partnership marketing campaigns for Farmers Insurance, 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.**
- **Implemented HTML5 banner animations** for the MetLife-to-Farmers rebranding, **increasing click rate by 23%.**
- **Launched an HTML5 Google Ad submission** documentation for the Farmers Creative Services team, **enhancing team efficiency by 25%.**

PROFESSIONAL EXPERIENCE

Freelance Art Director, Designer, and Illustrator

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

- **Partner with clients** to develop and implement creative strategies using design thinking, creative execution, and visual storytelling.
- **Create marketing deliverables** that enhance lead generation, reduce bounce rate, and build customer engagement.
- **Notable clients include:** Glentronics, Computing for All, Michael Hayes Properties, Greg Meridith Music, and others.
- **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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EDUCATION

**Bachelor of Fine Arts
in Illustration**

*ArtCenter College of Design,
Pasadena, CA, 1994*

SOCIAL

- LinkedIn
- Instagram

CONTACT INFO

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- **Address**
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- **Email**
  + katymurta@att.net
- **Website**
  + www.katymurta.com

CERTIFICATIONS AND MEMBERSHIPS

- California Basic Educational Skills Test (CBEST) (certified 2025)
- SAFe POPM (certified 2023)
- Google UX Design Certificate Program (certified 2022)
- Leading SAFe (certified 2020)
- Los Angeles InDesign User Group (member since 2010)

PROFESSIONAL EXPERIENCE (CONTINUED)

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.**
- **Led an illustration brand styleguide initiative,** streamlining asset creation for internal teams and **improving team efficiency by 25%.**
- **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 and micro-animations for Farmers.com and YouTube**, integrating visual storytelling techniques with animated illustrations using Adobe Illustrator and Adobe AfterEffects.
- **Developed illustrations** for Instagram and other social media using Procreate and Adobe Illustrator.
- **Created an Adobe InDesign best practices guide**, saving hours on tutorials and conducted training sessions for a six-person design team.

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

- **Created characters, backgrounds, and packaging** for children's educational materials used in school curriculums nationwide, using Adobe Illustrator and sketching.

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

- **Developed characters and background art** for a kids-oriented learning website, collaborating with producers, writers and engineers, using Adobe Animate and Adobe Illustrator.

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

- **Created backgrounds, storyboards, and character designs** for such games as Disney Interactive's award-winning game *Nightmare Ned,* using Adobe Photoshop, 3D Studio Max and traditional drawing.