

KATHARINE MURTA ADAMS

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Graphic Designer, Art Director, and Illustrator

PROFESSIONAL SUMMARY

Senior Designer and Art Director with 20+ years experience creating consumer-facing brand experiences across digital, print, packaging, social, email, paid media, web, and motion.

Combines strategic concept development with hands-on production, translating marketing objectives into polished, on-brand creative.

Advanced in Adobe Creative Cloud and Figma, with demonstrated results increasing **click-through rates by up to 23% and creative-team efficiency by 25%**.

CORE EXPERTISE

Brand & Creative: Visual identity systems, integrated campaigns, creative direction, concept development, typography, layout, visual storytelling, illustration, photography selection, and retouching.

Channels & Production: Social content, email, paid media, web and app assets, packaging, print production, event, launch and environmental materials, presentations, scalable templates.

Software & Tools: Adobe InDesign, Photoshop, Illustrator, AfterEffects and Premiere Pro; Figma, FigJam, Procreate, Canva, HypePro, Webflow, Squarespace, HTML5 and CSS.

PROFESSIONAL EXPERIENCE

Freelance Art Director, Senior Designer & Illustrator

katymurta creative | Los Angeles, CA | October 2023 - Present

- Lead brand, digital, and print projects from concept through production for clients including **Computing for All, Glentronics, and Jupiter Press**.
- Create identities, styleguides, packaging concepts, social and email content, websites, presentations, illustration, and campaign collateral, adapting visual systems across consumer touchpoints.
- Refreshed Computing for All's logo and brand system and produced campaign and social assets that helped **grow its LinkedIn audience by several hundred followers while strengthening brand consistency and internal adoption**.
- Build responsive web experiences in Figma, Webflow, and Squarespace while managing multiple client priorities and delivering clean, production-ready assets.

Senior Creative Designer

Farmers Insurance | Los Angeles, CA | April 2004 - October 2023

- Advanced through five roles over a 19-year tenure, progressing from Graphic Designer to Creative Designer IV across Corporate Communications and Marketing.
- Partnered with account managers and content strategists to translate marketing objectives into integrated direct mail, email, social, paid media, and print campaigns; increased brand awareness, lead generation, and click-through rates **by 10% for targeted partnership audiences**.
- Produced approximately **200 HTML5 ad versions for the MetLife-to-Farmers rebrand**; the top-performing creative **increased click-through by 23%**. **Created Google Ads submission documentation that improved creative-team efficiency by 25%**.
- Created on-brand content for Farmers.com, YouTube, Instagram, and internal platforms, including motion graphics, short-form video, social assets, digital illustration, infographics, and micro-animations.
- Designed event identities, signage, presentations, multi-page publications, brochures, flyers, email templates, and direct mail; prepared production-ready files and partnered with the in-house print team through final output.
- Built scalable template, illustration, and creative documentation systems for an internal creative team, partnering across Brand, Marketing, UX, Internal Communications, and business teams to balance high-volume priorities.
- Developed brand-evolution stylescapes and mockups under tight deadlines, combining typography, color, photography, and illustration to present fresh visual directions to Marketing leadership.

EDUCATION & CERTIFICATIONS

Education: Bachelor of Fine Arts, Illustration - ArtCenter College of Design, Pasadena, CA

Certifications: Google UX Design (2022); SAFe Product Owner/Product Manager (2023); Leading SAFe (2020), CBEST (2025)