

Katelyn Yee

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Lethbridge, AB

SUMMARY

Creative and detailed-oriented designer with 5+ years of experience producing brand-aligned websites and visual communications across print and digital media. Proficient in WordPress, Figma, and Adobe Creative Suite, with a strong foundation in layout, typography, and user experience. Passionate about creating accessible, cohesive, and visually consistent materials that strengthen institutional identity.

RELEVANT EXPERIENCE

Output Media | July 2019 – February 2025

Website & Graphic Designer

- Designed and developed responsive WordPress websites using the Divi theme, incorporating custom CSS and JavaScript for enhanced functionality and visual consistency.
- Created brand-aligned print and digital materials including brochures, posters, advertisements, and large-format signage.
- Designed mood boards and mockups in Figma to ensure client goals and brand standards are met.
- Produced custom animations for promotional videos and social media campaigns.
- Delivered documentation, templates, and training materials to support client-led site maintenance and updates.

Freelance & Contract Work | June 2017 – July 2019, March 2025 – Present

Website & Graphic Designer

- Collaborate with clients to understand the project scope and their goals, and create a plan of action that works within their timeline and their budget.
- Deliver small-scale websites and visual assets that meet branding and usability goals.
- Design documents and infographics that communicate complex processes clearly and effectively.

Inspire Marketing & Media | January – July 2019

Intern, Website & Graphic Designer

- Work with small businesses and startups to develop websites in Wix and WordPress, with customization to align with client branding.
- Created graphics and edited imagery for social media and marketing materials.
- Supported small business marketing campaigns with consistent, on-brand visuals.

Calgary Wildlife Rehabilitation Society | December 2018 – May 2019

Graphic Design Intern (SCiP – Serving Communities Internship Program)

- Created marketing materials including business cards, brochures, letterhead, and digital banners following their new branding guidelines.
- Produced designs using Photoshop, Illustrator, and InDesign under the direction of senior staff.

SKILLS

Technical

- **Programs:** Adobe Illustrator, InDesign, Photoshop, After Effects, Figma, Mailchimp, Sprout Social
- **Web Development:** HTML, CSS, JavaScript (basic), WordPress, Webflow

Communication & Collaboration

- Strong written and verbal communication; experience working with clients to understand project goals, guiding clients through technical processes so they can use provided materials.
- Collaborative team player who contributes ideas and feedback in group settings.

Organization & Research

- Skilled at managing multiple design projects and meeting deadlines.
- Conducts research and audience analysis to ensure design solutions are purposeful and user-centered.

EDUCATION

University of Lethbridge

Bachelor of Fine Arts in New Media – Graduated with Great Distinction

September 2015 – June 2019

Professional Development

- *After Effects Kickstart* – School of Motion (2022)
- *Advanced CSS + Javascript, Creative Coding, Animation for the Web and Javascript for Designers* – SuperHi (2023–2025)