

KATIE L. TRAVIS

Graphic Designer



WORK EXPERIENCE

Senior Graphic Designer

August 2022 – Present

Stellantis North America, Internal Communications – Auburn Hills, MI

- Create graphics for Stellantis North America social media pages, corporate emails and mass mailings; design print and digital signage for manufacturing plants; and develop branding for employee events
- Generate visuals to accompany quarterly town hall meetings for the Chief Operating Officer and the Senior Vice President of Communications
- Construct PowerPoint slides for a bi-monthly communication sent to high-level managers sharing important company news and updates regarding global and North American goals
- Gather monthly analytics and produce infographics depicting key data for internal communication, social media, and the corporate media site

Graphic Designer

October 2017 – August 2022

Dow, Design 20/20 – Midland, MI

- Worked as a member of the internal design agency at Dow; managed 5-10 design projects weekly (ranging from PowerPoints and social media posts to event branding and tradeshow booths), taking them from client concepts to final files
- Created interactive Annual Reports for the Communication Resources team highlighting important projects our creative teams worked on during the year and the overall financial impact the team had on the company
- Managed a team of 2 designers to rebrand 555 documents where I handled all client communications, assigned work to the designers, and reviewed their work
- Conceptualized an entire brand for the 32nd Annual Dow Tennis Classic and designed all of the print and digital marketing materials including table tents, digital posters, banner stands, and a display at the MBS International Airport (this branding is still being used today)
- Designed the 2020 and 2022 Beauty & Personal Care tradeshow booths for In-cosmetics Global (Dow's largest international exhibition of their personal care ingredients)

Director of Marketing and Graphic Design

April 2017 – Oct. 2017

Lake Huron Credit Union – Saginaw, MI

- Researched member demographics and data mined for key reports
- Generated print and digital designs to sell members our products and services
- Managed all social media pages and updated website using Adobe Dreamweaver
- Designed monthly printed newsletter to keep members updated on what's new

Graphics Associate

Feb. 2016 – May 2017

Fabiano Brothers, Inc. – Bay City, MI

- Provided 400+ local bars, restaurants, and gas stations with professional signage to promote their products
- Processed 15-30 work orders in one 5- to 8-hour shift in an organized manner
- Utilized Corel Draw X7 to creatively customize 500+ outdoor/indoor signs

Graphic Design Summer Intern

April 2016 – Aug. 2016

Saginaw Valley State University, Career Services – University Center, MI

- Conceptualized and finalized media publications advertising to 10,000+ students/faculty
- Designed successful print and web pieces that encouraged SVSU students, staff, and alumni to participate in career building events
- Developed marketing materials highlighting the benefits of utilizing Career Services
- Assisted superiors in the organizing and planning of 3 university-wide Employment Fairs

CONTACT INFO



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Christiansburg, VA



[Design Portfolio](#)

EDUCATION

Bachelor of Arts in
Graphic Design

Minor: Communication

Graduated: May 2017
Saginaw Valley State University

President's List: Five semesters
Deans' List: Three semesters
GPA: 3.95

DESIGN PROGRAMS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe Acrobat



Canva



Adobe Premiere Pro



Adobe After Effects

