Katie Stains
GRAPHIC DESIGNER — TEMPE, AZ

I am passionate about cross media design and showcasing my developing creative skills. I take initiative to solve complex design problems with unmatched **effort** and **heart**.

GRAPHIC DESIGN LEAD
Thunderbird School of Global Management at Arizona State University | Jan 2025–Present
- Lead the design of all digital and print paid media ad campaigns for the school.
  - Contributed to a 25% year-over-year total enrollment growth in the Fall 2025 semester, despite geopolitical tensions at the time.
- Supported internal departments with design-related needs (recruitment collateral, alumni outreach materials, building signage, swag items, and more).
- Managed visuals for the Global Forum digital ring, a circular screen interface in the heart of Thunderbird Global Headquarters.
- Mentored a graphic design student worker, assigning design tasks and facilitating regular feedback sessions.

GRAPHIC DESIGN INTERN
Ira A. Fulton School of Engineering, Arizona State University | Jul 2024–Dec 2024
- Developed an awareness campaign for ASU's newest Design Principle: Principled Innovation (PI).
- Created a poster series to spark intrigue and encourage introspection into the meaning of PI, along with stickers and stationery to hand out to students.
- Installed an on-campus, semi-permanent exhibit showcasing the series and bringing attention to the campaign.

GRAPHIC DESIGNER
Barrett, The Honors College at Arizona State University | Nov 2023–Dec 2024
- Designed social media graphics, print graphics, and merch for Barrett-related campus organizations.
- Created cross-media campaigns that promote various events and reminders for students.
- Meticulously adhered to the Barrett brand guidelines.

CREATIVE DIRECTOR, GRAPHIC DESIGNER
Arizona State University, GIT Creative Agency | Aug 2023–May 2024
- Lead a team of fellow students in the creation of branding and collateral for a STEAM hackathon sponsored by the CIA.
  - Resulted in a successful event with an attendance rate of 300+.
- Utilized the Adobe Creative Cloud and project management software to ensure timely creation of effective deliverables.
- Communicated with sponsors and stakeholders regularly.

STUDENT GRADER
Arizona State University | Jun 2022–Nov 2023
- Graded student work for GIT 303 Digital Publishing courses.
- Analyzed students' technical skills within Adobe InDesign and how they adhered to assignment rubrics.
- Assigned grades and communicated actionable feedback to students.

GRAPHIC INTERN
Prisma Graphic | Jan 2022–May 2022
- Shadowed employees within Prisma's creative, marketing, prepress, grand format and programming departments.
- Designed monthly meal cards for Honor Health employees.
- Tested variable data outcomes for Cracker Barrel and P.F. Chang's menus.
- Learned how to properly use company software and operate print machinery.

OBJECTIVE

To work for a company that will challenge my existing design skills as well as increase my level of experience in problem solving and project management.

CONTACT

Portfolio: **katiestains.com**

Email: katiestainsdesign@gmail.com

Phone: 480-270-9440

LinkedIn: kate-stains

EDUCATION

Arizona State University
MS in Graphic Information Technology: Cross Media Design
Graduated December 2024

Arizona State University
Barrett, The Honors College
BS in Graphic Information Technology: Print and Digital Design
Graduated December 2023

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe Express, etc)
- Canva
- Strong understanding of design principles and applications
- Project management tools
- File management and organization
- Proactive project management and task prioritization
- Analytical problem solving
- Interpersonal communication and collaboration
- High-level multitasking
- Responsive to creative feedback
- Leadership

AWARDS

- Dean's List
  All semesters from Fall 20–Fall 24
- GIT Industry Award 1st and 2nd Place: Cross-Media Campaigns (2024)
- GIT Industry Award 1st Place: Commercial Photography (2022)
- GIT Industry Award 2nd Place Illustration/Composite (2021)