

Katie Stains

Multimedia Graphic Designer

*I am passionate about graphic design and showcasing my ever-evolving creative skills. I take initiative to solve complex design problems with unmatched **effort** and **heart**.*

📍 Tempe, AZ, USA
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Portfolio: katiestains.com

Experience

Graphic Design Lead

*Thunderbird School of Global Management at Arizona State University
Phoenix, AZ | Jan 2025 – Present | Full-time*

- 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 (Fall 2025) despite geopolitical tensions at the time.
 - Contributed to the largest online Thunderbird degree enrollment in the past eleven years (Spring 2026).
- Owned all internal design strategy and projects (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 at Arizona State University
Mesa, AZ | Jul 2024 – Dec 2024 | Part-time*

- 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.

Student Graphic Designer

*Barrett, The Honors College at Arizona State University
Tempe, AZ | Nov 2023 – Dec 2024 | Part-time*

- 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.

Student Creative Director

*GIT Creative Agency, Arizona State University
Mesa, AZ | Aug 2023 – May 2024 | Student experience*

- Lead a team of fellow students in the creation of branding and collateral for a STEAM hackathon sponsored by the CIA, resulting 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.

Education

Master of Science in Graphic Information Technology
Cross Media Design

Arizona State University
Graduated Dec 2024

Bachelor of Science in Graphic Information Technology
Print and Digital Design

Arizona State University, Barrett, The Honors College
Graduated Dec 2023

Skills

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

Passions and Hobbies

Reading • Needlepointing • Crafting • Weight lifting • Rock climbing • World traveling • Hiking • Gaming (tabletop and video) • Cooking • Crafting coffee