

KATIE RIDDLE

GRAPHIC DESIGNER

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Passion driven creative and organized leader with **8+** years experience leading teams and creative projects. Known for problem solving, brand management, graphic design, and advertising with unique vision of market strategy and execution. Committed to forging strategic relationships, delivering transformative/creative results, campaigns and returning highest business value. Effective in increasing brand visibility, social media presence and company collateral.

CORE COMPETENCIES

- Concept Development & Content Strategy
- Motion Graphics, Social Media
- Graphic Design, 2D Animation
- Team Building, Strategy & Communications Skills
- Visual Design, Photography, & Videography
- Product Strategy & Competitive Analysis

PROFESSIONAL EXPERIENCE

VIDEO PRODUCTION SPECIALIST II, BRAND

AltaMed Health Services

August 2023 – Present

Los Angeles, CA

- Executed executive headshots for 300+ medical professionals
- Developed and executed video and animation strategy for brand.
- Designed large scale show animation graphics for 5,000+ employee all hands meeting.

GRAPHIC DESIGNER II, BRAND

AltaMed Health Services

June 2023 – August 2023

Los Angeles, CA

- Executed branding identity for multiple household name subsidiary brands and organization.
- Developed and executed video and animation strategy for brand.
- Designed and executed cohesive merchandise materials for events catering to the greater Los Angeles area.

MOTION GRAPHICS DESIGNER & PRODUCER

Four Winds Creative

March 2022 – February 2023

Campbell, CA

- Designed dynamic animated graphics for fortune **100** companies and globally recognized events.
- Managed the end to end production of large scale video assets, 3+ editor teams, and animations.
- Developed and managed library of animated assets to streamline and accelerate production and overall video output.

SENIOR GRAPHIC DESIGNER III

Western Digital

July 2018 – March 2022

San Jose, CA

- Designed award-winning advertisements for **1000+** global sales conference, creating invitations, registration pages, event app, conference decor, giveaways, general session videos, party decor, as well as document the event onsite with photos and videos.
- Co-authored certification training program for global sales team utilizing user-centered design principles to produce high-quality visuals including creating content, user and beta testing, collaborating across departments.
- Developed all visual content, created branded UI and illustrations, infographics, photos, animations, and all other visual content for training to deliver effective content organization wide.

PRINCIPAL / FREELANCE DESIGNER

Little Riddle Productions

June 2013 - Present

San Jose, CA

- Executed creative direction, photography, and post-production work for Engagement, Wedding, Newborn and Family portrait photography for **20+** clients. Designed **12** original t-shirts for **20+** clients, delivering graphic creation and artistic direction.
- Managed quality control and retouching of images, using software such as *Photoshop* and *Illustrator*, to deliver exceptional finished products to clients.
- Balanced professional recommendations with clients' needs to create high-quality photographs, video motion graphics, and video production while delivering outstanding customer satisfaction.
- Developed brand identity design and collateral for clients including business cards, letterhead, and promotional materials while utilizing infographics for print and developing social media content for media use.

LEAD GRAPHIC DESIGNER

Associated Students, Inc. – CSUEB

April 2014 - June 2018

Hayward, CA

- Increased social media following by **2000** followers in **6** months by creating content for print marketing and social media such as *Facebook*, *Instagram*, *Twitter*, *YouTube*, *Vimeo*, and email distribution.
- Managed and maintained cohesive branding of ASI organization. Collaborated with outside university departments to create cohesive designs, ordering and designing all promotional and print materials
- Directed, delegated, and oversaw projects with team of **3** including, **2** graphic designers (1 specializing in animation), and **1** web developer.

EDUCATION

BACHELOR OF ART, *Graphic Design and Multimedia*
California State University - East Bay

2013 - 2018
Hayward, CA

TECHNICAL PROFICIENCIES

Microsoft Office Suite | Adobe Creative Cloud | Adobe Illustrator | Adobe Photoshop | After Effects | Lightroom | Premiere Pro | Red Giant | Cinema 4D