



KATELYN BAUMANN

Advertising & Interactive Design

katelynbaumann.com
hello@katelynbaumann.com
908.967.3485

Education

Kutztown University of Pennsylvania, Kutztown, PA
Bachelor of Fine Arts, Communication Design
Concentrations: Advertising and Interactive Design
Graduation: May 2018
Deans List: 2014–2018

Skills

- Adobe Illustrator/Photoshop/InDesign
- Adobe After Effects
- Microsoft PowerPoint/Word
- HTML/CSS/SASS
- UX/UI Design
- Photo Editing
- Digital Printing

Specialties

- Time Management
- Detail Oriented
- Determined
- Sewing
- Crocheting
- Crafting

Design Experience

The Access Group | Berkeley Heights, NJ

Art Direction Intern (Fall 2017)

- Revitalized company's corporate communications
- Conceptualized development and executed layout design for value propositions and decks to use during business-to-business pitches and presentations
- Executed designs for global and Fortune 500 companies
- Projects included value propositions, risk assessments, pre-call planning tools and branding decks

Publicis Health/ Maxcess Managed Markets | New York City, NY and Bridgewater, NJ

Art Direction Intern (Summer 2017)

- Collaborated with team members to create an integrated campaign for the Skin Cancer Foundation
- Developed concepts, created layouts and executed designs for international and Fortune 500 companies with 10 projects each
- Projects included but not limited to value propositions, risk assessments and pre-call planning tools
- Worked on multiple projects with concurrent or overlapping deadlines successfully
- Executed editorial markup changes

Kutztown University Communication Design Print Lab | Kutztown, PA

Head Lab Monitor (2017–2018), **Lab Monitor** (2016–2017)

- Worked with students and professors
- Printed work on laser and large format inkjet printers
- Engraved and die cut student projects using a laser engraver machine
- Helped troubleshoot production and file management issues
- Scheduled staff of 11 student workers to fit the operating hours of the lab
- Trained new employees on equipment and procedures
- Assisted faculty supervisor with day-to-day operational concerns and met on a weekly basis
- Maintained quick production turn-around during critical and busy time periods

Volunteer Experience

American Cancer Society, Relay for Life | Cranford, NJ and Kutztown, PA

Team Member/ Team Captain (2010–2016)

- Collaborated with team members to discuss fundraising goals and activity timeline
- Created and distributed tasks to team members
- Set-up and managed fundraisers

Designathon Kutztown University | Kutztown, PA

Group Leader and Designer (March 2017)

A 24-hour event where students design for local non-profit organizations.

Work a consecutive 24-hours and present final design to the client.

- Delegated tasks and duties to team members in order to meet tight deadline
- Designed three holiday banners for Zion Union Church Maxatawny, PA

Clubs & Leadership

Phi Sigma Pi National Honors Fraternity | Kutztown, PA

Member (2016–2018), **Service Chair** (2017)

- Provided and organized 8-10 service opportunities for the fraternity members per semester
- Completed three "Leadership in Action" learning events

Kutztown University Health Ambassadors | Kutztown, PA

Member (2015–2018), **Vice President** (2017)

- Coordinated special guests/speakers
- Organized new member-education program
- Oversaw the committee systems and offer support to all officers

American Cancer Society, Relay for Life | Cranford, NJ and Kutztown, PA

Event Chair (2016–2017)

- Identified, recruited and retained Relay for Life leadership committee members
- Defined goals of the event, including sponsorships and number teams needed to reach established goal
- Acted as event spokesperson where needed

Logistics Chair (2015–2016)

- Contacted Public Safety Office to arrange parking logistics for day of event

Entertainment Chair (2015–2016, 2012–2013)

- Recruited dance and chorus groups
- Organized event entertainment schedule