

KATHARINE MILLER

writer + designer

contact

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thatkatharine.com

sparklingobservationalist.com

profile

- enthusiastic self-motivated writer with a background in graphic design and 12+ years of experience in the management of the complete creative process, from conceptualization to delivery
- proven strengths in creativity, collaboration, and work ethic
- excels in active learning and critical thinking
- passionate about creating effective, engaging content that efficiently communicates complex ideas and engages viewers

skills

macOS	●●●●○
Adobe CS+ (Photoshop, Illustrator, InDesign)	●●●●○
Affinity suite (Designer, Photo, Publisher)	●●●●○
Word processing apps (MS Word, Google Docs, Pages)	●●●○○
CSS + HTML	●●●○○
javascript + XHTML for ePub	●●○○○○
cloud computing (Dropbox, Google Drive)	●●●○○
digital illustration	●●●○○
copy editing	●●●○○
ePub formatting	●●●○○

subject matter expertise

lifestyle + travel

design industry

feline health + behaviour

Dual Citizenship—

American-Canadian since 2012

experience

CONTENT WRITER: DIGITAL | *independent contractor*

May 2013–Present

Authored persuasive and engaging copy on topics ranging from lifestyle and travel to publishing and design, ensuring content adhered to client briefs with a user-focused perspective

Clients include Alamo Rental Car, eBay, Travelocity, and Yellow Pages Canada

GRAPHIC DESIGNER | *independent contractor*

August 2007–May 2018

Developed marketing materials, packaging design, and web design concepts for small businesses, independent artists, and non-profit organizations, working with clients to develop brand identity and design strategies

WRITER + CONTRIBUTOR: PRINT | *independent contractor*

January 2002–July 2007

Contributed biographical profiles and feature stories about local events and community activities to print publications around Central Florida

Clients include Orlando Life, Industry, Create magazine, and Orlando Arts

etc.

VOLUNTEER MARKETING + SOCIAL MEDIA CONSULTANT |

Action Volunteers For Animals, Toronto, ON

June 2018–March 2020

Spearheaded a successful promotional campaign that helped to boost brand visibility and to increase overall cat adoptions across the GTA

Curated content for social media outlets to raise awareness about AVA, cat adoptions, and cat rescue efforts

VOLUNTEER EVENT DESIGNER | *Canadian Liver Foundation*

2013 + 2014

Created poster designs for annual LiveRight Gala events across Canada

MARKETING DESIGN INTERN | *St. Joseph Media, Toronto, ON*

September–December 2008

Collaborated with team members on designs for internal marketing collateral, national corporate advertising, and magazine advertorials under supervision of the Creative Marketing Director

Titles featuring work include FASHION magazine, Canadian Family, and weddingbells

education

Humber College Institute of Technology & Advanced Learning, Toronto, ON
Advertising & Graphic Design Diploma, with honours (2008)