

✉ khartgraphics.com  
🌐 khartgraphics@gmail.com  
☎ 610.574.3548  
🌐 www.linkedin.com/in/kaitlinhartung

## Education

Kutztown University of PA  
Bachelors of Fine Arts: Communication Design

## About

Ever since I was a little kid, all I wanted was to draw and someday work for a successful creative company. I am an Easy-going, Earnest and Enthusiastic person with a capital E! I am organized with the help of my highly detailed calendar, as well as flexible and able to meet deadlines in a fast paced environment. I thrive in a teamwork environment and I am also an individual thinker. I have a passion for learning and I am an unabashed nerd who is passionate about all pop-culture, video games and rock music.

## Skills

### SOFTWARE

Adobe InDesign	Adobe Bridge
Adobe Illustrator	Adobe Acrobat
Adobe Photoshop	HTML/CSS
Adobe XD	ProCreate
Adobe Lightroom	Microsoft Office

### DESIGN

Print	Layouts
Typography	Trade Show
UI	Social Media
Branding	Print Production
Art Direction	Wireframes

## Awards

BEST OVERALL ISSUE DESIGN 2019  
B2B: HEALTHCARE/MEDICAL/NURSING  
Folio: **Eddie & Ozzie Awards**  
EMS World July 2018 Issue

BEST FRONT COVER DESIGN 2020  
SPECIAL ISSUE  
**The Tabbies**  
EMS World December 2019 Buyers Guide

## Volunteer

AIGA Kutztown Chapter President: 2011 2009—CURRENT	LEADERSHIP IN ACTION CERTIFICATION 2017
CHURCH AT EXETER Youth Group Leader, Art Director 2015—2018	PHI SIGMA PI NATIONAL HONORS SOCIETY EA President and Chapter Secretary
LANCASTER YOUNG PROFESSIONALS 2015—2017	FRATERNITY COMMUNICATION ASSOCIATION 2017-CURRENT
DRUM MAJOR 2007—2008	

# kaitlin

## HARTUNG

design & illustration.

## Listrak (2018-2022)

### GRAPHIC DESIGNER

Designed and coded various marketing campaigns for high profile clients such as TOMS, Kendra Scott, Russell Stover, Movado, and Olivia Burton. Developed responsive email campaigns, landing pages, preference centers and website pop-ups. Ensured that all email solutions passed visual quality testing before launch.

## HMP Global (2018-2022)

### SENIOR DESIGNER

Designed magazines, medical journals, prospectuses, expo/tradeshows signage, special supplements, social media images, and miscellaneous sales support items. Established art direction of yearly look and feel for EMS World Expo, EMS World Spring, Wound Clinic Business, WoundCon and DermWeek. Executed monthly design, production, ad collection and, art direction of magazine EMS World and medical journal JCP (Journal of Clinical Pathways). Worked with clients such as Verizon, Astra Zeneca, American Heart Association, and Red Cross to create specialized supplemental items.

## The Archer Group (2017-2018)

### DESIGNER & PHOTOGRAPHER

Created multiple digital design projects for convenience store Wawa, including digital signage, web updates, and social media photography. Developed art direction for campaigns such as Berry Be Mine, Hoagiefest and March Madness. Worked on web updates and UI designs for Chase.com and J.P. Morgan.

## Ecore (2013 - 2017)

### SENIOR DESIGNER, ILLUSTRATOR & PHOTOGRAPHER

Devised the brand style guide and served as art director for photoshoots for the "Built By Yes" campaign. Led design on various marketing materials including websites, brochures, magazine advertisements, catalogs, data sheets, posters and trade show items. Updated all forms of social media and internal communications. Photographed all products, local installations and staged model photoshoots. Recorded and edited videos for promotional and internal use. Designed, coded and distributed all e-blasts.

## Packaging Graphics Inc. (2013)

### DESIGNER

Supervised and created CAD package designs, folding cartons, blister cards, stretch pack cards and printing negatives for plates and mounting for companies such as Subway, Kimberly Clark, Pepperidge Farm, Campbells and Playtex.

## Crayola (2011 - 2013)

### DESIGNER/ILLUSTRATOR

Assisted in creating the 2012 Style Guide for Crayola, Designed packaging and design elements for Core, Dry Erase and Outdoor products as well as merchandising for assorted products such as Color Wonder and Create2Destroy. Collaborated with international companies such as Disney, Barbie and Hello Kitty to create brand-appropriate line art for coloring books and assist in designing specific new product projects.