



KATHRYN LLOYD

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PROFESSIONAL SUMMARY

Innovative solution development blended with classical design principles for print, websites, interactive and dynamic visual assets. A flexible and versatile team member with tireless followthrough who understands the needs of deliverables in a deadline-driven environment.

Reliable communications specialist and energetic contributor dedicated to improving team performance through collaboration and empowerment.

EXPERIENCE

Dec. 2014 - present

Graphic Impact, Tucson, Ariz., Design and Production Coordinator:

- ◆ Coordinates plant production traffic and manages design for signage, banners, engraving, apparel, all printed matter. SEO and branding for internal websites and affiliate websites using Wordpress, Google Analytics and AdWords, social media and digital advertisements. Digital signage, enews. Seeks and implements opportunities to increase visibility of company.

Oct. 2012 - Nov. 2014

Raytheon Missile Systems, Tucson, Ariz., Desktop Publisher/Editor:

- ◆ Planned and executed marketing materials for regional and global marketing communications. Digital signage, interactive PDFs and interface design for iPad and mobile, photography, concept development, newsletters, booklets, e-news, press releases, PowerPoint/Keynote presentations, editing and proofreading using Adobe Creative Suite.
- ◆ Met regularly with internal clients and leadership regarding communications plan for inclusion events and outreach projects to promote equality and diversity in the workplace.
- ◆ Ensured adherence of communications materials to branding guidelines, quality control and content. Established and maintained relationships with vendors. Client retention.
- ◆ Wrote, copyedited and proofread security-sensitive government proposals and contracts, white papers and presentations; reviewed for logic and functionality. Produced proposal art according to templates, formats and other requirements. Trusted with Secret Clearance.

May 2010 - Oct. 2012

Crafty Coyote Arts, Tucson, Ariz:

- ◆ Provided trade and educational book design and collateral advertising for Integral Publishers, Alpha Omega Publications, Hilton and others. Brand management, SEO and product development.

July 2009 - May 2010

MCA+, Tucson, Ariz., Project Coordinator:

- ◆ Designed and produced layout for middle school textbooks; preflighted files, teacher's editions.
- ◆ Last-stop compliance check for standards prior to print. Created templates and style guides. Managed freelancers and maintained vendor relationships.

Nov. 2001 - Nov. 2009

Freelance Graphic Designer and Editor, Santa Clarita, Calif:

- ◆ Art direction and design for marketing campaigns, catalogs, branding, event posters and publicity for clients such as Marks Brothers Entertainment Group, a concert promoter, bringing artists and shows like Kool & The Gang, Blake Shelton and Kansas to the Los Angeles community.

- ◆ Created content for websites, flyers, posters, point-of-purchase displays, concert tickets, programs, signage, backlit display prints. Copyrights and photo rights. Press kits. Print, radio and television ad placement. Offset and digital printing. Press kits.
- ◆ Cultivated relationships with concert venues, performers, public relations and publishers. Video and photo shoots. Liaison with performers, public relations. Managed ticket sales.

Aug. 1999 - Nov. 2001

Investor's Business Daily, Los Angeles, Calif., Freelance Writer:

- ◆ Wrote 95 features published in the Leaders & Success column. (Investor's Business Daily: Circulation 300,000; 30th largest daily newspaper in the U.S.)

May 1996 - April 1997

Vision Advertising, Hollywood, Calif., Production Artist:

- ◆ Package design, posters and press kits according to stringent branding standards for Disney, Buena Vista Home Video, Orion Pictures, Universal Pictures, 20th Century Fox, Columbia Pictures, Paramount, Warner Brothers, Miramax.

June 1994 - Feb. 1996

John Muir Publications, Santa Fe, N.M., Production and Design Manager:

- ◆ Travel and kids' books, 50+ per year. All aspects of art and production management including estimating and buying print for books and catalogs, production schedule, managing staff and freelancers, liaison with authors.
- ◆ Responsible for increasing production efficiency by 35% by bringing all new titles and reprints from traditional mechanical to electronic desktop.

March 1991 - June 1994

Go West Graphics, Albuquerque, N.M., Owner:

- ◆ Design, editing, copywriting and print supervision for advertising agencies in-state and out. Managed 15-20 freelance designers, editors and proofreaders.
- ◆ Established and maintained vendor relationships.

April 1989 - March 1991

Turner Broadcasting System, Inc., Atlanta, Ga., Print Production Coordinator:

- ◆ Offset print production for collateral advertising for all 50+ Turner entities, from disc to finished product. Press kits, periodicals, coffee-table books, POP displays, packaging.

April 1989 - March 1991

CNN (Cable News Network), Atlanta, Ga., Graphic Designer:

- ◆ Designed box, full-screen and package graphics for news shows, business and weather shows from AP wire with two hours or less lead time using Aurora Paint System.
- ◆ 2-D motion graphics.
- ◆ Set design.

May 1989 - Feb. 1990

KOLD-TV (CBS), Tucson, Ariz., Art Director:

- ◆ Created on-air graphics, promos and IDs. Design of collateral and interstitial programming. Coordinator/spokesperson for Channel 13's "Someone Like You" campaign.

EDUCATION

- ◆ University of Arizona, Tucson, Ariz., Bachelor of Fine Arts (Studio Art, Graphic Design, Journalism, Photography)
- ◆ The Art Center, Tucson, Ariz., Certificate
- ◆ Graduate-level classes in SEO, social media and branding

EXTRACURRICULAR

- ◆ Stained glass and mosaics, backpacking, cooking, classical piano and letterpress
- ◆ Volunteer at Senior Center.