



☎ 1.717.805.4054

✉ krootdesigns@gmail.com

💻 www.kathleensorbo.com

PROFILE:

Professional and motivated. Creative, responsive, responsible, prompt and pleasant to work with. "Gets it" when it comes to making sure the client is satisfied and understands "know your audience." Skilled in observing and reacting to different work experience.

SKILLS:

Design	Research, thumbnail sketching. Able to give complete visual to client. Create electronic pieces ready for production. Use of hierarchy, grids (both complex and basic), white space, typography and color theory.
Technology	Proficient knowledge and background in Illustrator, Photoshop, InDesign, Premiere, and a basic knowledge of Dreamweaver, Rush and the Microsoft Office suite. Understanding of which program to use for a given situation. Technology is also used for research and exploration of ideas. Proficient in both Mac and PC and a strong background in photography and related equipment.
Production	Understanding of file setup needed to print. Comfortable creating press ready files in 1,2,3 and full color processes. Appropriate use of CMYK, RGB and Pantone Swatches. Concerned with quality, by ensuring tasks are completed correctly and on time. Highly organized, which allows me to multi-task an complete multiple projects at one time. Accurate selection of paper weight, color and texture.
Communication	Excellent verbal and written communication skills. Able to get along well with co-workers and accept supervision; received positive evaluations from previous supervisors. Successful leader and equally effective as a member of a team. Developed strong communication, interaction, and relationship building skills through experience in multiple design and marketing departments. Comfortable receiving and giving feedback.

EDUCATION:

The Art Institute of York - Pennsylvania

Bachelor of Science, Graphic Design

Graduated September 2012

RELATED EXPERIENCE

Freelance - 2010 to present

Some of my clients included the Girl Scouts, Zembo Shrine, Ephrata Soccer and on going projects with previous employers.

AWARDS

Bronze Telly Awards

While working for Dynamic Artisans Group, I worked with a team that created two education based videos. The two videos resulted in 4 awards.

W3 Award

While working for Dynamic Artisans Group, I worked on web graphics that helped the DAGI team to win a W3 award for our company website.

GDUSA Awards

While working for Reinos Design Print Mail 3 of my designs won a GDUSA Award.

EMPLOYMENT:

Fenner Precision Polymers | Creative Projects Lead (January 2023 to Present)

- Developed, implemented and enforced brand standards across the FPP family of brands.
- Mentored and directed our graphic designer.
- Created and updated in house documents, sales materials, and presentations.
- Managed and developed social media strategies for FPP family of brands. While also leading the effort to consolidate our social presence online. (9 company pages down to 4 pages)
- Video and photo production and direction.
- Worked directly with vendors.
- Managed our Online literature database and literature storefront.



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EMPLOYMENT *(continued)*:

Fenner Drives | Graphic Designer (March 2017 to December 2022)

- Created and updated all in house documents, sales materials, presentations, videos and social media for Fenner Drives, Fenner Precision US, Ninjatek and Fenner Precision Polymers.
- Created and implemented brand standards for all three companies.
- Worked with vendors.

BridgeTower Media | Marketing Graphic Designer (October 2016 to March 2017)

- Created and updated all in house documents and ads for Central Penn Business Journal and Central Penn Parent.
- Responsible for creating and editing designs for both print and web.

Reino's Design Print Mail | Graphic/Web Designer (December 2014 to October 2016)

- Worked primarily as a graphic designer.
- Responsible for creating and editing designs for both print and web.

Dynamic Artisans Group, Inc. | Graphic Designer (February 2013 to October 2014)

- Worked on all design needs for print, web and video.
- Worked with marketing to create social media posts and graphics.