



KAITY COCHRAN

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🏆 DESIGN EXPERIENCE

Hanlon Creative | Landsdale, PA Design Intern | 2021

- Collaborated on social media campaigns
- Aided in asset organization for web and social media
- Improved upon animation skills through client work
- Seamlessly worked remotely

KU Campus Store & KUSSI | Kutztown, PA Graphic Design Assistant | 2019 – Present

- Collaborated on creating and managing social media strategies
- Designed and implemented engaging print and digital marketing for the store
- Website upkeep and new page building

KUCD | Kutztown, PA

Adobe Creative Cloud Tutor | 2020 – 2021

- Assisted students with Adobe program usage
- Answered any questions regarding the programs
- Demonstrated program processes via Zoom
- Explained how file types work, and where they apply

📁 OTHER EXPERIENCE

Ulta Beauty | Wyomissing, PA

Beauty Advisor | 2018 – 2019

- Managed store graphic updates
- Answered customer inquiries and located helpful products

Kutztown University Res. Life | Kutztown, PA

Desk Receptionist, Lehigh Hall | 2018 – 2019

👤 VOLUNTEER EXPERIENCE

Font Fellows Mentor-ship

Uppercase Mentor, Kutztown, PA | 2019 – 2021

- Mentorship program within KUCD
- Upperclassmen are considered “Uppercase” and Underclassmen and “Lowercase”
- Serve as a helpful source for mentee if they have any questions or concerns

Design Rx

Art Director, Kutztown, PA | 2020

- One day pro-bono event for creating client work for fellow KU Visual Arts students
- Collaborated with another KUCD student to create a logo for ceramics student, Allie Bartholemew

🎓 EDUCATION

Kutztown University of Pennsylvania | Kutztown, PA BFA Communication Design | 2017 – 2021

- Concentrations: Graphics, Interactive, Advertising
- GPA: 3.9 | Dean's List: 2017-2021

🧠 SOFT SKILLS

- Organized
- Detail-oriented
- Driven
- Flexible
- Quick learner
- Problem solver
- Collaboration
- Project management

✂ HARD SKILLS

- MAC OS
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe After Effects
- HTML, CSS, PHP
- WordPress, Webflow

🏆 AWARDS, INVOLVEMENT, CERTIFICATIONS

- Golden Bear Gold Scholarship, 2018 – 2021
- Dean's List, 2017 – 2021
- Semi-Finalist, MUMEDI International Poster Competition, 2019
- AIGA, Kutztown University Chapter, Member, 2018 – 2021
- OSHA Ten Hour Safety Training, 2015

Design Day Camp

Art Assistant, Kutztown, PA | 2019 – 2020

- Assisted KUCD Professors with one day programs for prospective incoming students
- Demonstrated projects by presenting project prompts
- Assisted students with concept building, program use

Designathon

Art Design Team Member, Kutztown, PA | 2018

- 18-hour design event to create pro-bono work for non-profit clients in teams
- Collaborated to design brochure print materials for a local Animal Shelter