

Katherine Hale

“ You can't use up creativity.
The more you use, the more you have. ”
- Maya Angelou

NICE TO MEET YOU

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EDUCATION

Texas Woman's University
Bachelor of Fine Arts,
Graphic Design
August 2010

EXPERTISE

Software

Illustrator
Photoshop
InDesign
Acrobat Pro
Microsoft Office

Skills

Creative Conception
Layout Development
Print Design
Digital Design
Photography
Production
Video Editing/Animation
Typography
Color Theory
Advertisement Design

Characteristics

Strong Communication
Organized
Deadline Oriented
Collaborative
Professional
Relationship Development
Project Management

PROFESSIONAL EXPERIENCE

TGI Friday's, Inc. | Dallas, TX

In-house Senior Graphic Designer | June 2019 - Present

Ensures cohesive Brand Voice is communicated across all platforms, both on an ongoing Global & Local level. Develops an array of supporting marketing program materials for international use. Coordinates with the Training & Development Department to develop processes for filming training videos internally, supporting both Domestic & International Markets and successfully plans, films and edits the video footage needed to ensure the field gets adequate and concise learning or corporate communication materials needed with little direction from supervisor. Leads the design contractor through projects from beginning to end; writing briefs, coordinating and leading photo shoots and on to execution whether print or digital.

Corner Bakery Cafe | Dallas, TX

In-house Senior Graphic Designer | January 2017 - June 2019

Responsible for art direction and graphic design, seeing all projects through from concept, design, production, completion and delivery. Worked closely with both marketing team and cross-functional departments such as Real Estate and L&D. Managed time lines for quarterly marketing campaigns on multiple platforms. Present pre-pro concepts for photography approval. Develop multi-channel programs to drive both PPA and frequency. Management of website and social media content.

Twin Peaks Restaurants | Addison, TX

In-house Senior Graphic Designer | August 2016 - January 2017

Responsible for art direction and graphic design, seeing all projects through from concept, design, production, completion and delivery. Worked closely and collaboratively with the Marketing team on all creative projects, including marketing for all 80 stores. Completed internal Corporate needs as well.

la Madeleine Country French Café | Dallas, TX

In-house Graphic Designer | January 2015 - August 2016

Worked in-house with the Marketing Team to solve for creative solutions from concept to final delivery of projects. Worked closely with the printing press to ensure projects were executed on time and in budget. Also worked with the Operations and Training teams to collaborate on the best creative solutions for not only Marketing but cross-departmentally.

Day Star Restaurant Group | Plano, TX

In-house Graphic Designer | June 2013 - January 2015

Working closely with the marketing team and agencies/vendors to create marketing materials such as mail and eblasts, B2B, social, online and print advertising, traditional media, in-restaurant POP, website assets and seasonal campaigns containing an array of marketing materials.

Brinker International | Dallas, TX

Content Design Specialist | November 2010 - March 2013

In-house designer responsible for logo/branding, eblasts, print materials, Power Points, campaign assets and internal communications designs.

Freelance Clients | DFW, Texas

BlueQuail Clothing Co. | Textile Designs, Line Sheet Book

Mint & Moss | Logo/Branding

Smoothie King | Contactless Service Video

Boston Pizza Restaurants, LP | Direct mail creative

The Dance Movement | Yearly brochure cover design, Logos

Amazing Cakes & Cookies | Logo/branding package, website design

Bridal Shows, Inc. | Logo/branding, print & digital collateral design

Home Improvement Shows | Advertising design, eblast, print design

Texas Woman's University | Artist At Work - SOA events calendar/brochure