



Sanderson

Kathy Sanderson
graphic designer

13114 Logan Road
Manchester, MI 48158
cell 734.790.0519
kathy.sanderson@gmail.com
Portfolio KathySanderson.com

As a graphic designer with extensive experience in project management, I create multimedia materials for marketing across print, web and social media to promote brand awareness, customer engagement and increase revenue.

Skills

- Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, Microsoft Office, Wrike, Google tools, Elite Email, After Effects, Fireworks and Open Broadcaster Software
- Digital photography with advanced image editing
- Able to manage multiple projects and meet deadlines
- Excellent concept development and problem solving skills
- Creative, resourceful, organized and detail oriented
- Self-motivated and work well independently or on a team
- Dedicated and dependable with a strong work ethic

Experience **11/06 — present** **ACE Enterprises & ACE Pyro** **Manchester, MI**
Co-Director of Business Operations

Accomplishments:

- Responsible for the complete re-design of AcePyro.com/FireArtCorp.com, custom e-commerce websites that connect to a complex fireworks inventory management software system.
- Improved ACE Pyro and StarFire brand recognition, contributing to an increase in sales of over 1300% between 2007 — 2018.
- Develop staff training materials including slides, videos, process guides, reference charts, info graphics, and posters. This ensures that each staff member receives consistent and effective training.
- Continual software development, writing technical specifications, as well as developing test plans and conducting quality assurance testing.
- Manage the Department of Transportation compliance program with over 30 drivers.

Additional Duties:

Marketing/Graphic Designer for multiple “ACE” company brands.

- Develop several independent brand identities which includes the design and maintenance of brochure type websites
- Create full color advertisements for magazines and trade newsletters
- Select promotional items and prepare art as needed
- Produce sales literature and other marketing items
- Manage social media content
- Implement and manage e-mail marketing campaigns

Project Manager for all web development, video production and mailing services.

- In charge of planning an annual training event and trade show displays
- Develop sales material, planning guide and contract agreements
- Design and code custom websites for various clients
- Lead the creative team for the production of Safety First Data Systems’ web commercials - SafetyFirstData.com
- Responsible for print job quoting, scheduling and managing the production of a variety of print projects and mailing services



Sanderson

Kathy Sanderson
graphic designer

13114 Logan Road
Manchester, MI 48158
cell 734.790.0519
kathy.sanderson@gmail.com
Portfolio KathySanderson.com

Experience
continued

12/17 — present **State of Michigan CARES** **Ann Arbor, MI**
Graphic Designer (freelance)

Design and maintain the coverage map for <https://www.savemiheart.org/members>

Various Dates **University of Michigan** **Ann Arbor, MI**
Graphic Designer (freelance)

Designed multiple editions of the Department of Obstetrics & Gynecology's Progress Reports. Digital copy of 2012 — 2015 edition is available at:
https://issuu.com/umhsobgyn/docs/progress_report

3/09 — 6/09 **Word Alchemy** **Round Lake, NY**
Graphic Designer (off site)

Designed the M elange Press logo and the "Channel Surfing with God" book cover.

1/07 — present **Voices in Harmony Chorus** **Ypsilanti, MI**
Graphic & Web Designer (freelance)

Designed logo, website and marketing materials.

5/06 — 1/08 **The Creative Group** **Southfield, MI**
Web Designer (off site)

Designed websites for various clients as assigned.

5/06 — 11/06 **Malloy Lithographing, Inc.** **Ann Arbor, MI**
Electronic Prepress & Plate Maker

Produced book proofs, processed art files through plate imposition program and operated computer-to-plate equipment.

4/06 — 6/06 **Graduation Foto** **Ypsilanti, MI**
Photographer

Photographed graduates during and after commencement ceremonies.

10/05 — 2/06 **Washtenaw Community College** **Ann Arbor, MI**
Graphic Designer

Designed an event poster for Student Activities and various pieces for WCC Foundation's 21st Annual Mardi Gras.

5/91 — 12/93 **Sun Press of Castleton** **Indianapolis, IN**
Prepress & Office Manager

Managed the job flow to ensure that deadlines are met.

- Created camera-ready artwork for variety of print projects

10/89 — 2/91 **Marine Corps Exchange** **Camp Lejeune, NC**
Visual Merchandiser

Designed and implemented window displays, display tables and end-cap displays to showcase merchandise.

- Created in-store signage, props and reproduced logos to be used in displays

Education **2002 — 2006** **Washtenaw Community College** **Ann Arbor, MI**

- Web Technology Certificate, graduated with high honors — 2006
- Graphic Design Certificate, graduated with high honors — 2005
- GPA 3.92 — National Dean's List