

KATE CONNELL

GRAPHIC DESIGN & ILLUSTRATION

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SUMMARY

Creative and versatile Graphic Designer & Illustrator with over a decade of experience in branding, packaging, and digital content. Proven success leading design for high-profile brands and events, with expertise in social media strategy, storytelling, and cross-platform design. Strong collaborator who thrives in fast-paced environments, delivering visually compelling and on-brand creative assets on deadline.

SKILLS

Mac OS and PC proficient, Adobe Creative Suite, Microsoft Office Suite, Wacom Bamboo, SharePoint, HTML, CSS, Wordpress, SketchBook Pro

EXPERIENCE

Graphic Design & Social Media Manager

Farmington Polo Club - Farmington, CT | 2024 - Present

- Design and develop all digital/print materials for polo club events, boosting audience engagement by 200%
- Create and schedule social media campaigns across Instagram, Facebook, and other platforms
- Produce animated graphics for weekly jumbotron shows, enhancing event experience
- Manage and organize digital photo archive (3,000+ images), improving retrieval efficiency
- Led rebranding efforts, including logo redesign and launch of new e-commerce site

Graphic Design Manager

PEZ Candy, Inc. - Orange, CT | 2015 - 2024

- Directed creative team in developing packaging and POS materials for licensed and original PEZ products
- Led design for high-impact trade show displays and product launches
- Maintained brand consistency across all packaging and marketing collateral
- Oversaw print production workflows, reducing turnaround times
- Contributed to year-over-year sales increase through strategic visual merchandising

Graphic Designer

BullsEye Resources - Boston, MA | 2015 - 2016

- Delivered tailored layout designs for B2B clients, adhering to tight production timelines
- Created detailed InDesign templates, improving workflow efficiency for the design team
- Interpreted client needs into compelling visual solutions across digital and print

Graphic Designer/Illustrator

Freelance - Boston, MA | 2010 - 2015

- Generated computer graphics and page-layouts using software, graphic elements and photography
- Created print and digital materials that compliment products and client needs
- Balanced multiple client projects while maintaining high design standards

EDUCATION

Tunxis Community College

Photography Certificate

School of the Museum of Fine Art

Graphic Design

Art Institute of Boston, Boston, MA

BFA