



KATIE MCCOOL

Graphic Designer & Photographer

CONTACT

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📞 (205) 292-1447

EDUCATION

THE UNIVERSITY OF ALABAMA

Bachelor of Fine Arts

August 2018 - May 2022

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Bridge
- ProCreate
- Studio Photography
- Darkroom Photography
- Typography
- Illustration
- DSLR Camera
- Packaging Design
- Logo Design

PROFILE

I am a freelance graphic designer and photographer that desires to bring creativity and modern work to a future job and employer. My focus mostly lies in logo and publication/branding design, but also in overall layout and production design. Along with graphic design, I focus in photography, mostly studio photography. I enjoy having a controlled setting where I can capture beautiful captivating photos.

WORK EXPERIENCE

Freelance Graphic Designer

April 2021 - Present

- Worked with MC Social as the lead graphic designer to create multiple logos and branding redesigns for individual businesses and startups:
 - Logo redesigned for Megan Kennedy Photography.
 - Logo design for MB Manes Hair.
 - Logo design for Coyote Cafe.
- Developed concepts and designs for multiple clients, including logo design and publication/branding design, utilizing Adobe Photoshop and Illustrator.
- Managed the design to identify the brands identity for each client.
- Worked with Field and Reed Photography in designing 45+ sport banners for a local school.
- For my senior exhibition, I created a magazine called Nabi Magazine, which included 50+ pages of magazine layout design and photographs captured by me.

Freelance Photographer

May 2019 - Present

- Well experienced in mostly studio photography, which photos are taken indoors, where I manage the setting to have complete control over all the elements that go to creating a photograph.
- Experienced in studio photography equipment, which includes tripods, strobe lights, backdrops, softboxes and reflectors.
- Worked with MC Social as the lead photographer, taking photos for local businesses more their social media and for branding.
- Photographed 25+ clients for headshots, glamour shots and food branding.
- Photographed photos for KW Jewelry that was for a launch of a new collection.

Tuscaloosa County Sheriff's Office - Business Clerk

October 2018 - Present

- Experienced on multitasking to complete multiple tasks a once.
- Captured the photos to update the website and to include in the "yearbook" that will be created for the office.
- Improved social skills and customer service skills.