



# Kathleen Marie Kowalski

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<https://kkowalskidesign.art>

## PROFESSIONAL SUMMARY

Detail oriented and creative graphic design student with a strong foundation in digital and print design, branding, and user centered design. Skilled in Adobe Creative Cloud and web based design tools with professional experience in high paced administrative environments. Highly organized, adaptive, and driven to deliver clear, engaging design solutions. Currently seeking opportunities in graphic design with a focus on digital design, web/UI/UX, and branding.

## DESIGN SKILLS & EXPERTISE

- Branding & Identity Design
- Web and Mobile UI/UX Design
- Digital Illustration
- Infographics & Layout Design
- Promotional and Editorial Design
- Typography & Color Theory

## TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD
- Canva, WordPress
- Wireframing & Prototyping
- Basic HTML/CSS
- Microsoft Office Suite

## EDUCATION

Southern New Hampshire University (SNHU), Manchester, NH

B.A. in Graphic Design, In Progress (Expected Completion: 2025)

Relevant Coursework: Digital Design, Web Design, Typography, Branding, Portfolio Development

NHTI – Concord's Community College, Concord, NH

Associate Degree in General Studies





## DESIGN PROJECTS (ACADEMIC & PERSONAL)

### FutureFunds Website Redesign

Redesigned a financial planning site for improved usability and visual appeal. Focused on user flow, hierarchy, and responsive layouts. Tools: Adobe XD, Photoshop.

### Upper Crust Bakery Branding Package

Developed a full branding suite including logo, packaging, and social media assets. Focused on creating a cohesive visual identity with custom illustrations.

### PurrfectlyPeppy Veterinary Website

Designed a warm, pet-friendly website layout with user-focused navigation and a clean interface for veterinary clients. Tools: Illustrator, InDesign.

### Fresh Fare Farms Promotional Poster

Created custom vector illustrations and layout designs for a local farm-to-table initiative. Assets are reusable for future campaigns and adaptable for various print and web uses.

## PROFESSIONAL EXPERIENCE

### Sr. Clinical Secretary

Dartmouth Health Network, New London Hospital / DHMC, February 2023 to Present

- Led process improvement initiatives and created internal resources with strong layout and formatting skills.
- Collaborated across multispecialty clinics to continuously evaluate and update policies and procedures for staff and patient benefit.
- Developed and maintained scheduling tools and documentation with a focus on visual clarity.
- Designed patient facing materials such as forms and informational sheets.

### Customer Service Representative

United Healthcare, Hooksett, NH, Dec 2019 to Dec 2020

- Delivered complex information visually through internal knowledge bases.
  - Practiced clear, user centered communication — key in graphic design.
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