



Creative Graphic Designer | Passionate About Impactful Design

Kate Fawson  
Graphic Design  
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## Education: Bachelor of Fine Arts in Graphic Design

Brigham Young University, 2021–present

3.89 GPA

Expected Graduation: April 2026

## Skills

### Design Software



- \* Fluent in Adobe Illustrator, Photoshop, InDesign, Figma, and Procreate
- \* Intermediate knowledge of Adobe After Effects and Cinema 4D

### Design and Creative Skills

- \* Typography and Layout Design: Expertise in font pairing, typesetting, and readability.
- \* Branding and Logo Design: Designing visual identities and creating cohesive brand guidelines.
- \* Illustration: Crafting custom illustrations in diverse styles to meet specific project needs.

### Communication

- \* Collaboration: Experienced in team-based projects, working closely with other creatives and clients.
- \* Client Relations: Skilled in presenting design concepts, gathering feedback, and making adjustments based on client input.
- \* Presentation Skills: Confident in delivering design presentations to diverse audiences.

## Work Experience

### Graphic Design Intern at Deseret News + Hometown Media

May–August 2025

- \* Designed brand assets for both Deseret News, a small national news organization, and Hometown Media, a full-service marketing agency under the same umbrella.
- \* Created ads, publications, social media content, and event branding, adapting designs to meet both news and marketing needs.
- \* Led the redesign of the Deseret News-branded interior space at the Salt Lake City Junior Achievement Center.
- \* Contributed to various “side-gig” projects, including promotional materials for local events and community engagement campaigns, helping diversify the company’s offerings.

### Graphic Designer and Marketing Team Lead at BYU Studies

January–November 2024

- \* Spearheaded social media campaigns to promote the academic journal, simplifying complex content into visually appealing formats for college audiences.
- \* Led a team of diverse creatives, guiding the design direction for campaigns and collaborating with editors and content creators.
- \* Enhanced engagement through innovative design approaches, resulting in higher visibility for the journal within the student body.

### Graphic Designer at the BYU College of Humanities

September 2021–April 2022

- \* Conceptualized and designed promotional materials for college events, ensuring consistent visual identity across print and digital assets.
- \* Collaborated with writers, illustrators, and other designers to produce the semi-annual college magazine, integrating design elements with editorial content.
- \* Contributed to the college’s social media strategy by designing eye-catching visuals that increased student participation.

### Intern at Facible BioDiagnostics

May–September 2022

- \* Designed marketing materials and internal presentations that communicated technical concepts clearly and effectively.
- \* Conducted market and investment research, compiling data into strategic presentations for stakeholders.
- \* Assisted with DNA replication in the lab, gaining hands-on experience in a scientific environment while supporting research initiatives.

## Other Experience

### Party Princess at EverAfter Enchantments

August 2019-August 2023

- \* Performed as well-known characters at events, developing strong public presentation and improvisation skills.

## References

### Linda Reynolds, Professor, Department of Design, BYU

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### Douglas Thomas, Associate Professor, Department of Design, BYU

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