



Kate Fawson
Graphic Design
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Creative Graphic Designer | Passionate About Impactful Design

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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