

KATLYN BROUWER

www.katlynbrouwer.com | katlyn.brouwer@hotmail.com | 515.250.2627

EDUCATION

IOWA STATE UNIVERSITY

Bachelor of Fine Arts
Concentration in Graphic Design
Minor in Advertising

DESIGN/ART DIRECTION

Illustrator
Photoshop
InDesign
Premiere Pro
After Effects
Audition
XD
Editorial Design
Photo Editing/Retouching
Video Editing
Prop Shopping
Microsoft Programs

SKILLS

Screen Printing
Digital Photography
Videography
Illustration
Sketching
Hand Typography
Social Media Management
Meltwater
Hootsuite
HTML and CSS

AWARDS

ADAI STUDENT AWARD OF EXCELLENCE IN IDENTITY SYSTEMS

APRIL 2017

ISU DEAN'S LIST

FALL 2014-MAY 2017

ISU HONORABLE DISPLAY WORK

FALL 2014-MAY 2017

ISU ACADEMIC RECOGNITION AWARD

AUGUST 2014-MAY 2017

ISU ROME AND INTERNATIONAL STUDY SCHOLARSHIP

SUMMER 2015

DESIGN/WORK EXPERIENCE

IOWA DEPARTMENT OF TRANSPORTATION

VISUAL STORYTELLER | MAY 2019-PRESENT

Creating recruitment videos, editing traffic/drone footage, animation videos, photographing important projects/events, branding campaigns, creating/managing social media posts, designing various icons for web/posters, and strategically planning campaigns

GREY DOG MEDIA

ASSOCIATE ART DIRECTOR | OCTOBER 2018-MAY 2019

SENIOR GRAPHIC DESIGNER | JUNE 2018-OCTOBER 2018

GRAPHIC DESIGNER | APRIL 2017-JUNE 2018

Experience includes designing and art directing layouts for Hy-Vee Seasons magazine, Hy-Vee Balance magazine, Life Beautiful magazine and Hy-Vee Mega Ad

FLOURISH CREATIVE CO.

GRAPHIC DESIGNER AND CREATIVE DIRECTOR | OCTOBER 2017-OCTOBER 2019

Projects vary from designing wedding invites, making wooden signs, developing stationary concepts and managing sales through Etsy

HY-VEE INC.

GRAPHIC DESIGN INTERN | JANUARY 2017-APRIL 2017

Designed banners, posters, monthly themes, logos, and print materials

KB PHOTOGRAPHY

FREELANCE CREATIVE ARTIST AND OWNER | AUGUST 2014-APRIL 2017

Projects ranged from individual to family portraits, brochure and layout design

IOWA DEPARTMENT OF TRANSPORTATION

GRAPHIC DESIGN INTERN | MAY 2016-JANUARY 2017

Projects varied from branding, autonomous vehicle logo design, infographics, Iowa State Fair booth design/setup and icon design

WILCOX DESIGN GROUP

SOCIAL MEDIA MANAGER | MARCH 2016-DECEMBER 2016

Managed social media such as Facebook and Twitter for the iCarrier Plus product and Marshall Manufacturing Company

LIVE HAPPY MAGAZINE

PHOTO ASSISTANT | OCTOBER 2016

Assisted with photography compositions for the February 2017 issue

ISU MEMORIAL UNION MARKETING

GRAPHIC DESIGN INTERN | AUGUST 2015-MAY 2016

Created marketing materials for campus wide organizations and events

MARKETING START-UP BUSINESS MASH

GRAPHIC DESIGNER | JUNE 2014-NOVEMBER 2015

Designed marketing proposals and business cards

ACTIVITIES

MEMBER OF AIGA

FEBRUARY 2014-PRESENT

PRESIDENT OF ISU GRAPHIC DESIGN STUDENT ASSOCIATION

AUGUST 2014-MAY 2016

Networked to bring in speakers, hosted events, created a mentor program for upper and lower classmen, and lead students through panels and critique

COMMUNITY SERVICE LEADER OF ISU HOMECOMING CENTRAL COMMITTEE

WINTER 2013-FALL 2014

Coordinated over 200 hours of community service events involving 4,000 people and designed Ames 5K Glow Run t-shirts