

Kate Bowling

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about

A creative and passionate individual exploring the intersection of business and visual design.

Fascinated by how we are all affected by images in our everyday lives—the future of business lies in the eyes of the consumers.

education

University of Southern California

Bachelor of Science,
Business Administration
Communication Design

Candidate for Graduation:
May 2021

Current GPA: 3.77

skills

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Premiere
After Effects
Spark AR
Microsoft Office
Branding & Logo Design
Marketing
Photography
Typography
Strategy
Creative Thinking

work experience

Black Box LA

Oct. 2020 - Present
Los Angeles, CA

Digital Content Creator

- Create client logos and help with rebrand to enhance artistic image of recording artists
- Design single and album art for various artists to spearhead their releases and lead to additional assets for effective music promotion
- Build upon previous content creation role

May 2020 - Oct. 2020

Content Creation Intern

- Develop social media filters, playlist covers, social graphics, as well as social, newsletter, and website skins for successful campaigns
- Produce illustration and animation work and video editing for social media and YouTube

KBP Foods

Aug. 2019 - Present
Overland Park, KS

Freelance Graphic Designer

- Design internal assets for improved company experiences and events

May 2019 - Aug. 2019

Marketing and Communications Intern

- Designed POP displays, billboards, and other marketing tools for KFC restaurants to enhance customer experience
- Wrote and developed internal and external communications to increase sales

DEMDACO

June 2018 - Aug. 2018
Kansas City, KS

Product Design Intern

- Developed concepts used in Fall 2019 fashion line - widened target audience and product variety

Blue Valley Unified School District

May 2018 - Aug. 2018
Overland Park, KS

Marketing and Design Intern

- Developed materials for students, staff, and parents; enhanced communication systems through clear designs and visuals

involvement

Trojan Marketing Group

Aug. 2018 - Present

Designer

- Create slide decks and tools for seamless pitches to clients
- Produce cohesive content for campaigns and social media

Alpha Phi International Fraternity

Jan. 2019 - Dec. 2019

Merchandising Chair

- Create unique apparel for members to increase individuality
- Organize orders and communicate with vendors