



Katie Hale DESIGN

EDUCATION

Bachelor of Fine Arts: Graphic Design, Summer 2013
University of Alabama in Huntsville
Summa Cum Laude

EMPLOYMENT

Marketing Director

Capstone Realty
Sept. 2013 - present

*Plan, design, & execute company advertising.
Design flyers, brochures, signs, email marketing
campaigns, advertisements & additional media.
Update website, develop SEO strategies & monitor
analytics. Design wireframes to enhance UI/UX.
Manage social media.*

Administrative Assistant & Designer

Huntsville - Madison County Historical Society
Jan. 2010 - present

*Designed & manage 10 page website. Organize
& update databases. Direct social media, email
campaigns, newsletters & other publicity*

Freelance Designer & Photographer

Over 10 businesses in Huntsville, AL area
2009 - present

*Create identity branding for new businesses
including logos, business cards, brochures,
advertisements, print layouts and websites.*

*Photograph products for clients including
post-production processing in preparation
for print & web*

Intern

Rooster Tail Designs, Huntsville, AL
Dec. 2011 - May 2012

*Assisted in the design of identity branding,
presentations and other materials for over
15 local companies*

SKILLS

Adobe Creative Suite
Microsoft Office
CSS/HTML
Joomla! CMS
Wordpress CMS
Mac & Windows systems
film & digital photography

AWARDS

Evan's Best in Show

Laney Sculpture Award

UAH Juried Art Show - Spring 2013

Outstanding Student of the Year

UAH Art & Art History Departments - Spring 2013

Second Place Winner

Kathryn J. Harris Women's Studies Essay Contest
Spring 2012

Photography Runner-Up

AIGA Emerging Designers Showcase
Birmingham, AL - Spring 2012

Academic Excellence Scholarship

Bromberg Scholarship

Shelbie King Scholarship

2008-2013

ACTIVITIES

Phi Kappa Phi Honor Society

2010-2013

Kappa Pi Honorary Art Fraternity

2010-2013

National Society of Leadership

2013