

Kathleen Yanasak

DESIGNER | THINKER | DOER

414.719.8910 | kathleenyanasak@gmail.com

Portfolio: ky-creative.com

Graphic designer with 10+ years of experience making ideas *look good* by creating effective visuals across branding, digital, and print. I'm endlessly curious, always exploring new tools and trends, currently diving deeper into UX/UI. I bring creativity, strategy, and just the right amount of silliness to every project (because brainstorming is always better with laughter).

Skills

TOOLS

Adobe Creative Suite
(Illustrator, Photoshop, InDesign, Premiere)
Marq
Canto

SOFT SKILLS

Strategic thinking
Constructive feedback
Cross-functional collaboration

SOFT SKILLS

Strategic thinking
Constructive feedback
Cross-functional collaboration

Education

ALVERNO COLLEGE

2009 - 2014
B.A. Interactive Media Design



Work Experience

WAUKESHA COUNTY TECHNICAL COLLEGE

MAY 2023 - Present | Lead Graphic Designer

Lead the visual direction and creative implementation of institution-wide marketing campaigns to elevate WCTC's brand as a premier choice in higher education.

- Develop design concepts and strategy for large-scale campaigns, digital initiatives, and promotional materials
- Oversee creative production for print, digital, and social media assets, ensuring consistency across platforms
- Provide brand guidance and best practices to internal departments, maintaining brand integrity and alignment
- Helped develop and implement updated brand guidelines rooted in the "Future of Higher Ed" campaign
- Assist in creative direction and planning for photo shoots and video production
- Mentor junior designers and contribute to a collaborative, upbeat team culture

WAUKESHA COUNTY TECHNICAL COLLEGE

Jan 2023 - Present | Adjunct Instructor - Graphic Design

Teach foundational and advanced design techniques in the Adobe Creative Suite.

- Instruct classes of 5-17 students in Adobe Creative Suite, focusing on Photoshop and Illustrator
- Demonstrate best practices for tool usage, file setup, and efficient workflow techniques
- Provide constructive feedback and mentorship to help students grow creatively and technically
- Create lesson plans and project-based assignments aligned with industry standards

WAUKESHA COUNTY TECHNICAL COLLEGE

Feb 2020 - May 2023 | Graphic Designer

QPS EMPLOYMENT GROUP

March 2019 - Jan 2020 | Senior Graphic Design Specialist

Produced multi-channel marketing materials across 50+ branches, supporting corporate branding

- Created print and digital assets including flyers, posters, and billboards for company-wide use
- Produced and edited video content, including testimonial videos and animated tutorials
- Contributed to social media campaign planning and design
- Cross-trained team members in Adobe Creative Suite and video editing workflows

QPS EMPLOYMENT GROUP

Dec 2014 - March 2019 | Graphic Design Specialist

QPS EMPLOYMENT GROUP

May 2014 - Sept 2014 | Marketing Assistant