KOY

KATHLEEN YANASAK

DESIGN PORTFOLIO

Ope!

FANCY MEETING YOU HERE...

For over a decade, I've been designing for brands, clients and the pure joy of making art. I've worked in-house, freelanced and taught graphic design, all while continuously pushing myself to learn more and stay on top of trends and software.

This portfolio gives a quick glimpse into my visual storytelling work. From corporate brand campaigns to silly sticker illustrations, I am excited to turn any ideas into something show-stopping.

SOFTWARE SAVVY:

- InDesign
- Illustrator
- Photoshop
- After Effects
- Procreate
- Premiere

ADD ONS:

- Digital Photography
- Random fits of singing/ dancing
- Fine-tuned communication

A bit about me...

I am a silly ole' Midwest gal that enjoys a classic Chicago dog and filling my time with any craft I can get my hands on. Most days you can find me playing board games, snuggling with my pets or putzing around in my garden- sometimes all three!

kathleenyanasak@gmail.com | ky-creative.com

WCTC | In-house Work

From digital ads and billboards to hallway art and apparel, my work at Waukesha County Technical College spans just about every kind of media and design. A few favorites stand out for letting me push both creativity and strategy.

The Future of Higher Ed | Brand Identity Campaign

This campaign gave me the chance to push WCTC's branding forward with cutout imagery, bold shapes and a strong sense of motion and momentum.

Ollie Owl | College Mascot Redesign

Reimagining Ollie Owl meant balancing school spirit with a more modern, flexible mascot system that could work across print, apparel, signage and digital spaces.

CAN'T
STOP
WON'T
STOP
Education Unrivaled

EDUCATION
UNRIVALED
WCTC
wctc.edu

BECAUSE IT JUST NOT OUR STYLE
JOIN US

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Sally Smith
Ph.D.
Director of Talent
262.555.1234
SSmith@wctc.edu
800 Main Street,
Pewaukee, WI 53072
wctc.edu
WAUKESHA COUNTY TECHNICAL COLLEGE

THE FUTURE OF
HIGHER ED
wctc.edu/unrivaled
WCTC

EST. 1923
WCTC
ALUMNI

GENIUS
Artificial intelligence at WCTC
GO BEYOND
WELCOME TO OPEN HOUSE
NOT REGISTERED?
SCAN AND REGISTER
CORPORATE TRAINING CENTER
GET FUTURE READY
THIS IS WCTC
VIEWBOOK 24-25
Annual Comprehensive
FINANCIAL REPORT

WCTC | Impact Magazine

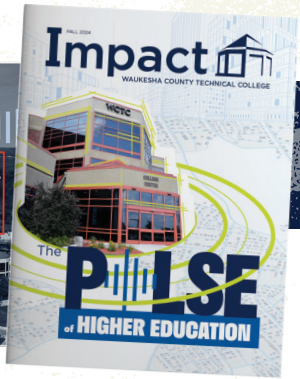
Twice a year, WCTC publishes the *Impact* magazine to keep college partners and community members in the loop on what's happening across campus. My role was to make every story and spread shine from cover to cover through layout, photo direction/edits, illustration and formatting. The close collaboration with writers, setting up/directing photo-shoots, and creating a cohesive through-line is what I loved most about these publications.

One highlight was illustrating an AI-themed cover and inside spread for the feature story. This project let me stretch my creative legs and showcase AI in a different way.

Impact | Fall 2024

Impact | Spring 2026

Impact | Spring 2025



Impact | Spring 2024

Gals' Garage | Brand Identity

Gals' Garage came from conversations around AI and the careers it could reshape. Automotive is still hands-on work, and I wanted to create a niche space where the Gals, Gays and Theys could feel comfortable, confident and respected when it comes to car care. I developed the mission, brand identity and concept mockups to bring Gals' to life.

My favorite piece is the logo. This mark is hand-drawn, scanned and traced into vector form. The oil drop as the apostrophe gives it the extra kitschy vibe that makes Gals' shine.

MISSION STATEMENT

Our mission is to change the automotive game. Gals' Garage is the go-to spot for fair and fabulous car care, where transparency is our policy, and up-selling is never an option. We are here to prove that getting your oil changed doesn't have to be a drag.

Gals' GARAGE

POWDER PUFF
#fbddea

BUBBLEGUM
#e9adce

RETRO RED
#f05e26

PIT STOP
#312d2c

CANVAS
#f0efe7

GALS' GARAGE

LOGOTYPE

GALS' GARAGE

GRAPHIC LOGO

Gals' GARAGE

PRIMARY LOGO

One-offs | Freelance and Fun

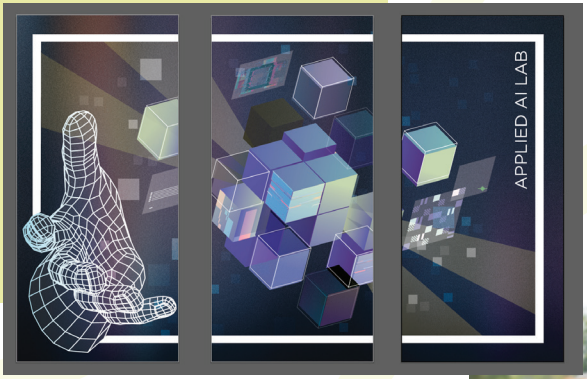
Over the years, I've worked on everything from shirt graphics, logos, labels, and business cards to custom illustrations and one-off creative pieces. Each project brings its own challenge and personality, and I love making that vision come true.

Whether I'm designing for a client or simply creating something to make people smile, I enjoy playing with color, texture, typography, and illustration styles create the right tone and vibe. These projects showcase the range of my work and how I use formal skill and little silliness to make them happen.

Crewneck Design

Bocce Jersey Design

Serra Mesa | Candle Labels



Applied AI Lab | 3 Panel Art

Poo Pickup Poster

LET'S
MAKE IT!

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