

Kathleen Yamasaki

DESIGNER | EDUCATOR | COMMUNICATOR

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Portfolio: ky-creative.com

Designer, instructor, and lifelong learner with over 10 years of experience bringing brands, campaigns, and ideas to life. I enjoy balancing creativity with collaboration and am passionate about diving into new challenges, tools, and opportunities.

SKILLS

TOOLS

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

DESIGN SKILLS

Typography
Color Theory
Print Layout

MARKETING 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 college-wide marketing campaigns to elevate WCTC's brand.

- 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 in the Adobe Creative Suite.

- Instruct classes of 5-17 students in Adobe Creative Suite, focusing on Photoshop, Illustrator and InDesign
- 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