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Katie Kuhnemann

I am a fun-loving,
solution-driven
Graphic Designer

with over six years experience in graphic design,
brand creation and three years experience as an in-house
graphic artist in the Screen Print & Apparel Industry.
I have extensive knowledge of working with various
clients & suppliers to achieve an array of desired outcomes
for clients through both digital and print platforms.

Skills

Finished Art for Digital and Print
Email Design and Management
Website Management
(various platforms)
In-depth File Management
Supplier & Client Liaising
Finished Art for Sublimation
(including apparel and merchandise)
Pixel and Vector Digital Art
Brand Creation
Social Media Management & Creation

Programs

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
WIX (Website Management)
Wordpress & Squarespace
(Basic Website Management)
Microsoft Office 365
Mail Chimp (EDM Design)
Canva
Procreate (iPad)
Affinity Designer (Desktop & iPad)
Affinity Photo (Desktop & iPad)

Education

Bachelor of Communication Design
Torrens University 2019

Diploma of Graphic Design
Design College Australia 2016

Advanced Diploma of Applied
Fashion Design & Technology
MSIT 2011

Work

Brand and Marketing Manager at F-Fitness Pty Ltd
July 2022 - Current

Create and maintain strong brand presence for the business
Cohesiveness across all print and digital platforms
Management of all signage and branding requirements
Finished art for Uniforms and Merchandise
Design and management of internal and external signage
Consistent marketing collateral and brand application
Management of website content and visual direction
Liaise with marketing team regarding budget, key focuses and SEO
Various supplier liaising

Graphic Artist & Social Media Manager at SunPrints
April 2019 - July 2022

Create finished art for Screen Print, Merchandise & Sublimation
Manage multiple ongoing projects & clients
Working at an efficient pace while still remaining detail-orientated
Liaising with suppliers both local and international
In-depth file management of 20+years worth of client & finished art files
Creation of consistent marketing content for FB, IG & LinkedIn
Managing a team of three designers to ensure all work is completed in a
timely manner and to a high standard
In-depth colour knowledge to match colours across various suppliers and
print types to meet client requirements
Troubleshoot print and production errors (colour matching, separation errors,
incorrectly supplied, production delays)

Graphic Designer at KatieCreator
April 2016 - Current

Liaise with prospective and current clients regarding Brand Direction
Create comprehensive Brand Packages and collateral
Strong knowledge of design principles, layout and application
Full Branding Suite creation
Graphic Tee art creation with appropriate print-ready art