



# Katherine (Kathey) Fatica

## Graphic Designer

### ACADEMIC BACKGROUND

Cleveland State University, Bachelor of Arts, 1981, communications major

Continuing Education in field of Graphic Design sponsored by several professional organizations including National Association for Photoshop Professionals

### SPECIALIZED PROFESSIONAL COMPETENCE

Ms Fatica has spent the last 27 years as a graphic designer and/or art director working for a number of agencies including Needham Fatica Advertising Agency, of which she was co-owner. She is well versed in all aspects of graphic design and print production, and has worked on projects for major corporations including Sherwin Williams, Moen, Inc, Dixon Ticonderoga, Avery Labels, Parker Hannifin and Hammermill Papers. Ms. Fatica has lived and provided professional graphic design services in Key West for more than 16 years, during which time she has worked with many elements of the community, including businesses and government agencies, developing a keen sense of effective messaging with this community.

### REPRESENTATIVE PROFESSIONAL EXPERIENCE

#### **Graphic Designer, SWC, Key West, FL, 2012-present**

In charge of graphic design services for SWC project assignments.

➤ **FDOT District Six Communication Services for Construction Projects, Monroe County**

Supervising design and updates of fact sheets and other print and internet communications materials.

#### **Senior Graphic Designer, SWC, Key West, FL, May 2012-present**

Designs and creates graphic arts presentations for fact sheets, flyers, banners, internet messaging and all other documents for client projects.

#### **Co-owner and Creative Director, Needham Fatica Advertising Agency, Key West, FL, February 2006-present**

With a business partner, created a small market advertising agency offering graphic and web design, social media consulting, radio and TV commercial creative service, media placement and brand-building assessment and strategy. Managed a team of creative designers, serving as Creative Director and now, sole owner of the firm, in process of closing business.

#### **Key West Office Manager, Gemini Printing, Key West, FL, September 2004-November 2005**

Manager of a satellite location for commercial printer including creative services, black & white and color copying, low-end binding solutions and general document preparation.

#### **Adjunct Instructor, Graphic Design Technologies, Florida Keys Community College, Key West, FL, September 1998-May 2004**

Taught courses designed to give students basic skills in a variety of software applications including Adobe Photoshop, Illustrator, InDesign, QuarkXPress, along with design, typography and project management. Students ranged in age from 18 to 75.

#### **Owner, Fatica Design, Key West, Florida, March 1998-September 2004**

Provided graphic design for Peppers of Key West, a retail store in Key West selling hot sauce and other fiery foods. Duties included production of a 48-page mail order catalog of products, maintaining an internet website including online sales, design of packaging for a number of signature products. Created the graphic concept and brand of the company and was responsible for all the printed advertising materials. Also freelanced graphic design for other clients.



**Graphic Artist, Key West Citizen Newspaper, Key West, FL, June 1997-March 1998**

Member of composing group for Key West's daily newspaper. Responsibilities included production of ads, design and electronic production of TV book and weekly entertainment guide covers, electronic production of monthly local shopping guide, technical troubleshooting.

**Graphic Designer, Solares Hill Design Group, Key West, FL, January 1996-June 1997**

As member of one of island's busiest graphics firms typeset, designed and/or illustrated projects from ads, company logos, directories, and marketing materials to T shirts.

**Manager of Electronic Production, Madison Avenue West, Westlake, OH, November 1989-June 1995**

For full-service marketing communications company, was responsible for preparation of documents and files for print. Clients included Sherwin Williams, Moen, Inc, Dixon Ticonderoga, Avery Labels, Parker Hannifin and Hammermill Papers. Projects included full range from black & white newsletters to seven-color major packaging projects with accompanying marketing and collateral materials. Working with major software packages including QuarkXpress, FreeHand, Photoshop, and variety of support applications, was responsible for production of all materials for printing. Also provided internal system support, project implementation, strategy design and client training.

**Lazerset/Madison Avenue West, Westlake, OH, November 1987-November 1989**

Provided majority of Lazerset's creative production in Desktop Publishing. Projects included variety of newsletters, brochures, monographs, catalogs, graphics, signs and maps. Experiences include coordination of print preparation including page layout, internal system support and customer support.

**Fatica Computer Services, Cleveland Heights, OH, Fall 1985-November 1987**

Freelancer in graphic areas of typesetting and design from home with newly-emerging Desktop Publishing tools. Worked directly with communication professionals, graphic designers and artists, number of restaurants, and job hunting professionals.

