



Kathleen Mensing

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kathleenmensingdesign.com

Education

BACHELOR OF DESIGN IN GRAPHIC DESIGN

SMEAL COLLEGE OF BUSINESS FUNDAMENTALS CERTIFICATE

The Pennsylvania State University | 2015 – 2019

3.77 GPA | Dean's List

Summary

A goal-oriented, self-starting Graphic Designer and Creative Strategist with performance marketing proficiency, a motion design background, and a passion for developing viral social content.

Experience

MARKETING DESIGNER | JANUARY 2021 – PRESENT

Twigeo | Brooklyn, NY

I develop strategies and generate branded static and video assets for digital marketing campaigns based on consumer insights, campaign performance, industry trends, and channel best practices resulting in top performing creatives for paid media campaigns.

CREATIVE STRATEGIST | MAY 2018 – JANUARY 2021

inHouse Productions Inc. | New York, NY

I served as production manager, on-set photographer, and post production editor of client-facing still and video assets. I developed creative concepts, scripts, and strategy per campaign, and expanded the company offering to include social first assets for organic channels.

CREATIVE & GRAPHICS MANAGER | AUGUST 2018 – MARCH 2019

Penn State Sports Business Conference | State College, PA

I rebranded the conference with new logos, typography, color scheme, and developed brand guidelines. I art directed and produced scoreboard animations, 3D laser cut speaker gifts, and custom Snapchat filters.

GRAPHIC DESIGN INTERN | MAY 2017 – AUGUST 2017

MeetingPlay | Frederick, MD

I designed user interfaces aligned with brand guidelines and desired functionality for meeting goers and presenters.

FREELANCE DESIGNER | OCTOBER 2016 – PRESENT

KM Design | New York, NY

I develop brand guidelines, logos, websites, app animations, and more while packaging and presenting deliverables with dynamic storytelling customized to each client.

Skills

SOFTWARE | Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Figma, TikTok Creative Center,

Asana, Monday.com, Microsoft Office, Google Workspace

SOCIAL MEDIA | Paid Media, Social First Graphics, UGC

COMPETENCIES | Performance Marketing, Creative Strategy, Animation, Content Creation, Web Design, UX/UI, Typography, Photography, Art Direction, Branding, Creative Strategy, HTML/CSS, Video Production and Editing

References

JOE KAUFMAN | CEO, Media Staffing
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CATE WRIGHT | Creative Strategist, Meta
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PAIGE GURSKI | Social Media Strategist, Ralph Creative
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