

I'm Katriel Pritts, a graphic designer specializing in communications & digital design, excited to work with adventurous brands.

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Denver, CO

Expertise

Digital design
Email marketing
UI/UX
Brand & identity
Art direction
Project management
Accessibility
Print design & production

Tools

Adobe CC Suite (Id, Ai, Ps, XD)
Google Office Suite
HTML/CSS
Drupal
Shopify
Wordpress
Bluecore
Asana
Basecamp

Education

Rochester Institute of Technology
Industrial Design, BFA
2012 – 2016

Professional Coursework

- UI Design Patterns
Interaction Design Foundation, 2020
- Climate Change Science, Communication, and Action
Cornell University, 2017

Awards

Colgate University

- 2021 Team Excellence Award
- 2020 Individual Excellence Award
- 2019 Oak Award for Sustainability

References

Available upon request.

Senior Graphic Designer

01/2024 – present

Topo Designs

- Concepts and crafts visually compelling designs for a range of mediums, spanning digital and print, to address problems and accomplish goals.
- Develops design approach for overall brand and specific launch moments given creative strategy from Brand Manager and Creative Director.
- Coordinates calendars between Ecom and Marketing to ensure smooth operations.
- Collaborates with videographers/photographers to hone seasonal concepts, photoshoots, and overall creative.
- Works with Operations Manager to develop paid ad strategy and executions.
- Coordinates updates to website as needed to enhance user experience and increase conversions.
- Demonstrates high attention to detail by managing multiple projects concurrently, ensuring deadlines are met without compromising quality.

Graphic Designer

07/2021 – 12/2023

Topo Designs

- Designer for all digital applications including email, web, ads, & social.
- Supported Brand Manager in development and execution of seasonal creative.
- Managed email calendar for batch sends, mapped automated campaigns, wrote copy, and designed email creative.
- Introduced new triggered email & SMS campaigns which contributed to 128% YoY growth in revenue (2022) through the email channel.
- Incorporated Shopify & ESP analytics to inform design and email strategy.
- Partnered with multiple teams to ensure copy, tone, product information, and creative is on brand and innovative.
- Created cohesive seasonal ad sets for Google and Meta.

Designer

06/2019 – 07/2021

Colgate University

- Lead designer on materials for prospective students, alumni audiences, and university websites, resulting in the largest number of applications received and increased funding for numerous campus projects.
- Worked across print and digital mediums to communicate clearly, exemplify the university's brand, and provide a cohesive experience for our audiences.
- Collaborated and strategized with various campus partners to complete projects that meet university goals, department goals, and project goals.
- Designed and built responsive emails and web pages, considering web accessibility best practices, often collaborating with managers and developers.
- Coordinated with illustrators and print vendors to keep production on schedule.
- Instrumental in university rebranding and website CMS migration projects.

Junior Designer

12/2016 – 06/2019

Colgate University

- Designed and produced print & digital materials for events, campaigns, marketing collateral, publications, merch, social media, and direct mail.
- Created and maintained brand and identity assets for the university and advised departments on how to utilize them.
- Collaborated across departments to track and accomplish project goals.