



**kate
acevedo**

contact

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charlotte, nc

kate acevedo · @k8acevedo



active aiga member

tech

adobe creative suite · procreate ·
autoCAD · sketchup · dropbox ·
microsoft office suite · slack ·
squarespace · wix · mailchimp ·
iContact

skills

lettering · illustration ·
typography · branding + identity ·
art direction · social media ·
UI web design · packaging ·
event design · space planning ·
3D modeling · architectural
drafting

characteristics

multitasker · quick to learn ·
works well under pressure ·
organized · staying level headed ·
independent + team collaborator ·
can handle constructive criticism ·
perceptive + attentive

passions

dried florals · hand embroidery ·
backpacking + camping · interiors
+ designer chairs · doc martens

a brief summary of me as a designer

I'm a graphic designer with a background in interior architecture. Digital + print design, visualization and ability to consider all components of a project are my bread and butter. Although, don't get me started on my love for designer chairs or we could be here for hours!

I enjoy making everyone feel heard, comfortable, and confident in my work as designer. I am attentive, perceptive and I try to look at projects from everyone's point of view. It helps me understand the best way to approach each person and gain their trust in order to effectively communicate and produce great work. From experience, doing this has given me the ability to receive little to no direction from headstrong, bold individuals (i.e. clients, bosses, etc), use that info to create initial mock-ups, get feedback, and communicate whether or not their critiques would make the design more or less successful, in a way they will accept and appreciate.

experience

MAY 2019 -
CURRENT

designer

viscosoft · charlotte, nc

Responsible for creating and maintaining the brand identity and brand guidelines, ensuring brand + design standards are met on every project by delivering compelling, high-quality, on brand, scalable/responsive graphic solutions on time

brand development · identity + strategy · UI web design ·
digital + print design · social media + email campaigns ·
packaging + merchandise · photography · illustration

NOV 2013 -
MAY 2019

designer

kotis properties + kick ass concepts · greensboro, nc

Responsible for designing and driving each company's brand and assets. Commercial real estate firm, 2 restaurants, movie theater, craft microbrewery, and catering company.

brand development · identity + strategy · UI web design ·
digital + print design · social media + email campaigns ·
packaging + merchandise · photography · 3D modeling ·
space planning + architectural drafting

MAY 13,
2017

designer

hopfest 2017 craft beer festival · greensboro, nc

Responsible for all design, development and marketing materials for the festival. Hopfest 2017 was a cultural blend of craft beer, hip hop and street art. 18 breweries, 9 food trucks, a pop-up market, and live street art + music with internationally known talent.

space + event planning · identity · social media ·
digital, print, signage + merch design · assisted team with:
volunteer coordination, sponsorship acquisition,
project scope, brewery + food truck direction + more

education

AUG 2010 -
MAY 2014

bfa in interior architecture

unc at greensboro · greensboro, nc