

KATE PLAUGHER

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EDUCATION

university of cincinnati

College of Design, Architecture, Art, and Planning
Class of 2023

B.S. Communication Design

Participated in the Professional Practice program, alternating semesters of classroom study, with work in the field of design.

granville high school

Granville, Ohio

Class of 2018

Honors Diploma

WORK EXPERIENCE

nobull

loyalty marketing co-op /
graphic design co-op
boston, massachusetts
may 2021–may 2023

A footwear, apparel and accessory brand for people who train hard and don't believe in excuses. Spent time working on both the loyalty marketing and apparel design teams. Designed, programmed, and executed customer facing email experiences, produced branded signage for multiple events, including training partnerships with the PGA and NFL, and assisted in the planning and execution of community events. Worked as a full time intern for three semesters, and part-time contracted on the loyalty marketing team for one semester.

common moon

brand lead
cincinnati, ohio
october 2020–may 2021

A proprietary of Project Break the Cycle, a 501(c)3 fundraising nonprofit organization. Common Moon utilizes 100% of profits from selling uniquely designed clothing to empower nonprofit organizations aimed at sustainably breaking the cycle of poverty in the Middle East. Led the branding team to create a new visual identity for the subbrand, Common Moon, and directed production of merchandise design, content for advertising, web and social media platforms post-launch.

landor and fitch

design intern / freelance designer
cincinnati, ohio
january 2020–december 2020

A global brand consulting firm specializing in packaging design and visual identity. Worked as a junior designer on the packaging design and visual identity team. Regularly produced design work to be presented to client, seeing projects through from conception to finalization. Worked as a full time intern for two semesters, and additionally returned to work as a freelance designer during summer semester while a full time student.

HONORS + ACTIVITIES

Print and Graphics Scholarship Foundation Scholarship

Dean's List Spring 2019, Summer 2020, Spring 2021

Delta Delta Delta Women's Fraternity

Future Greek Leaders Facilitator 2021

Tri Delta Social Media Chair 2020-2022

Tri Delta Homecoming Events Chair 2021-2022

Tri Delta Vice President of Administration 2019-2020

Tri Delta Alumni Relations Chair 2018-2019

SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Bluecore, Yotpo, Shopify, EventBrite, Microsoft Powerpoint, Microsoft Excel, Microsoft Word, Adobe Portfolio, Figma, Miro, repeat pattern design, tech-packing, copywriting