

KATIE KISZKA

GRAPHIC DESIGNER

Creative and detail-oriented graphic designer with five years of experience in corporate brand management, layout design, advertising and communication, company events, and employee engagement. Highly skilled with Adobe Illustrator and InDesign, and knowledgeable in many other Adobe products, Microsoft Office products, and more. Fast learner, team player, and passionate about design. Excited by the opportunity to learn new skills while continuing to improve on current ones.

CONTACT

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Pittsburgh, PA

EXPERIENCE

MARKETING AND DESIGN MANAGER

FIRST NATIONAL BANK | 2024 - PRESENT

- Conceptualized and designed on-brand marketing materials including advertisements, brochures, motion graphics, website graphics, ATM/ITM screens, digital signage, and event collateral.
- Led integrated print and digital marketing initiatives to strengthen brand consistency and awareness across internal, shareholder, and customer-facing communications.
- Owned the creative execution and day-to-day management of the in-branch digital media network, overseeing design, animation, scheduling, testing, troubleshooting, and vendor coordination across all banking locations.
- Partnered with internal stakeholders to translate business goals into strategic, visually compelling creative solutions while advising on brand standards and best practices.
- Served as creative lead for recurring and seasonal design initiatives such as holiday signage, greeting cards, animated e-greetings, and quarterly branch screen refreshes.
- Managed third-party vendor relationships and oversaw production quality, leveraging expertise in typography, pre-press, and print/digital production to ensure high-quality deliverables.
- Balanced multiple priorities in a fast-paced environment while providing cross-functional support to the marketing team.
- Identified workflow inefficiencies and independently developed an automated Excel project tracker using Power Automate, improving organization, scheduling, and visibility of design requests.
- Tracked project versions, approvals, timelines, and budgets to ensure compliance and on-time delivery.
- Delivered creative solutions within a highly regulated financial services environment, balancing innovation with strict compliance, brand governance, accessibility standards, and risk requirements across all customer-facing materials.
- Trained and onboarded new hires and cross-functional partners on design workflows, brand standards, and creative best practices, providing guidance on tools, processes, and quality expectations to ensure consistency and efficiency.

EDUCATION

MERCYHURST UNIVERSITY

2016 - 2020 | GPA: 4.0

BACHELOR OF ARTS: Graphic Design

MINORS: Marketing & Photography

STUDY ABROAD: Sevilla, Spain (2019)

SKILLS

ADOBE PRODUCTS:

AFTER EFFECTS ●●●●●○○○○○

DREAMWEAVER ●●●●○○○○○

ILLUSTRATOR ●●●●●●●●○

INDESIGN ●●●●●●●●○

LIGHTROOM ●●●●○○○○○

PHOTOSHOP ●●●●●●●○○

XD ●●●●●●●○○

OTHER:

CANVA ●●●●●●●○○

LASER ENGRAVING ●●●●●●○○○

MS EXCEL ●●●●○○○○○

MS POWERPOINT ●●●●●●●●●

MS WORD ●●●●●●●●○

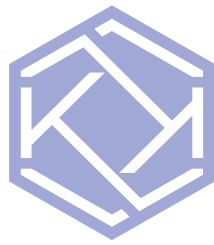
PHOTOGRAPHY ●●●●●○○○○

POWER AUTOMATE ●●●●○○○○○

WEBSITE DESIGN ●●●●●●○○○

WORDPRESS ●●●●○○○○○





KATIE KISZKA

GRAPHIC DESIGNER



INTERESTS & HOBBIES

BEEKEEPING
CROCHET
DIY, FLIPPING FURNITURE,
& HOME IMPROVEMENT
GARDENING
GRAPHIC DESIGN
MOVIES & TV SHOWS
MUSEUMS
MUSIC
PHOTOGRAPHY
READING OR
LISTENING TO BOOKS
SUSTAINABILITY
TRYING NEW FOODS
OR RESTAURANTS
WORLD TRAVEL

REFERENCES

AVAILABLE UPON REQUEST

CONTACT

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Pittsburgh, PA

EXPERIENCE

BUSINESS DEVELOPMENT SPECIALIST

THE GATEWAY ENGINEERS, INC. | 2020 - 2024

- Led a comprehensive corporate brand refresh, updating logos, typography, color palettes, icons, templates, and visual systems, and compiling a formal brand guidelines book used company-wide.
- Designed high-impact digital and print collateral including advertisements, recruiting posts for social media, flyers detailing company services and relevant projects, and infographic brochures for job fairs and tabling events.
- Planned and promoted company events and employee engagement initiatives, collaborating with cross-functional teams and creating cohesive event branding, advertisements, collateral, and signage.
- Managed promotional items, signage, and in-house laser engraving for branded materials and office systems.
- Created informational slides for company communication and managed the company's internal digital media network by customizing, testing, and publishing content to digital displays across offices.
- Supported corporate headquarters expansion by providing brand guidance and assisting with space planning, furniture selection, and project communications.
- Photographed and edited completed civil engineering projects, corporate events and programs, and employee headshots.
- Assisted project managers with proposal formatting, resumes, and project profile creation.
- Served as brand standards subject-matter expert, advising teams on correct and consistent brand application across marketing, recruiting, and internal communications.

FREELANCE DESIGNER

KATIE KISZKA CREATIVE | 2017 - PRESENT

- Founded and operated an independent design practice, delivering branding, logo design, websites, and visual systems for a variety of clients.
- Developed cohesive brand identities and guidelines, advising clients on visual strategy and long-term consistency.
- Led client discovery, creative direction, and execution to build cohesive wedding stationary suites including save-the-dates, invitations, RSVP cards, and envelopes.