



Kate Johansen

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Boston, Massachusetts

A dynamic Designer & Project Manager with a strong results-oriented approach, combining creative and managerial expertise to produce impactful work. Dedicated to detail, fostering collaboration, and promoting diversity and inclusion to elevate creativity and teamwork.

EXPERIENCE

Lead Graphics Designer - VDA Experiential Marketing & Event Design Agency

2023 - PRESENT

- Lead and manage the graphics department, overseeing a team of designers, freelancers, and onsite installers to deliver cohesive creative solutions for large-scale events.
- Translate client brand into experiential storytelling, guiding from concept to production and installation.
- Serve as primary client liaison, building trusted relationships and ensuring creative alignment through proactive communication and collaboration.
- Develop and manage project timelines, budgets, and workflows to ensure all deliverables meet strategic, aesthetic, and operational goals.
- Present design concepts and renderings to clients; instrumental in securing \$5M+ in new contracts.
- Partner with production, fabrication, and creative technology teams to maintain brand integrity and feasibility within budgetary constraints.

Graphic Designer/ Renderer

- Rendered detailed 2D and 3D event visuals to support strategic storytelling
- Created spec sheets outlining dimensions, materials, and fabrication details.
- Ensured all graphics met print and production standards, managing up to 3,000+ graphics across complex event environments.

Digital Inclusion Coordinator, Catholic Charities of Santa Fe - Jesuit Volunteer Corps

2021 - 2022

- Designed and implemented digital literacy programs promoting equity and accessibility for diverse community members.
- Managed partnerships, donations, and community outreach leading to \$15K+ in program funding.
- Built scalable processes for a new organizational initiative, establishing performance metrics and success tracking.

Technical Director, Brand Designer, Web Chair - Penn State University

2017 - 2021

Thespian Society - Technical Director

- Chosen by the Executive Board to lead a group of 60 students from concept to final film, adhering to COVID-19 protocols and resolving scheduling and quarantine issues in real-time
- Instrumental in the execution of the Thespian Society's first streamed main-stage production

Digital Media Group - Brand Designer

- Redefined the visual identity, while adhering to university brand standards, leading design discussions, and ultimately creating a visual outline still utilized by current members

Penn State Club Triathlon - Secretary, Merchandise, Web Chair

- Elected Secretary: Led team events, fundraising, and supported the Executive Board.
- Elected Merchandise Chair: Managed budget, apparel orders, and uniform partnerships.
- Selected for Web Chair: Handled digital engagement with alumni, sponsors, and prospects.

Owner - Kate Can Quilt

2018 - PRESENT

- Founded a T-shirt quilting business as a self-directed summer source of income
- Created brand graphics, digital presence, marketing plan, pricing model, and ecosystem of supporting vendors, and built demand through the network effect of satisfied customers
- Led discussions with customers to achieve design objectives and create one-of-a-kind heirlooms

EDUCATION

Penn State University, University Park

Bachelor of Design with Minors in Digital Media Trends & Analytics and Photography

SKILLS

Adobe Illustrator, Photoshop, InDesign, Premier, XD, After Effects, Figma, Outlook, Excel, Google Suite, 3D Rendering and Modeling, Leadership, Team Management, Client Communication, Problem Solving, Crisis Management, Technology Integration