



KAT BOTSFORD

Las Vegas, NV
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240.893.2403

EDUCATION

2012

Stevenson University, Stevenson, MD, class of 2012
Visual Communication Design, B.S. with Honors, Magna Cum Laude

ADOBE CC SOFTWARE

InDesign & InCopy
Photoshop
Bridge & Batch Automation
Illustrator
Acrobat PDF Editing & Forms
Dreamweaver
AfterEffects
Premiere

MICROSOFT OFFICE

Word
Excel
Powerpoint
Word & Powerpoint Templates

WEB DEVELOPMENT

HTML, CSS, Javascript
PHP & MySQL integration
Wordpress Platform & Themes
Filezilla & FTP Management

WORK EXPERIENCE

2021-Present

LOWE'S PRO SUPPLY · PRODUCTION DESIGNER

Assisted in the rebranding of all MSH company collateral to Lowe's Pro Supply as Lowe's integrated MSH's business model into their service offerings. Role changed to production designer, and became the primary designer responsible for catalog design and maintenance, as well as the creative services lead on the integration of Enterworks' PIM, a new content management system that allowed the automated publication of product information through data export templates and InDesign plug-ins. Researched and wrote javascript for inDesign in order to streamline repetitive formatting and editing tasks. Continued to assist in print and web projects as available, in various marketing campaigns for both Lowe's and LPS's products, services, and events.

2018-2021

MAINTENANCE SUPPLY HEADQUARTERS, LLC. · GRAPHIC DESIGNER

Transitioned to the MSH creative services team during the merge of MSH and CWI. Continued performing as a print and web collateral designer, and assisted in the conversion and consolidation of branded materials, including internal documents and customer communications regarding changes in company ownership and identity. The creative services team took over production of the company's yearly catalog from a 3rd party contractor, where I led the process of updating the document style and standardizing its formatting.

2014 - 2018

CENTRAL WHOLESALERS, INC. · GRAPHIC DESIGNER

Hired February 2014 as a graphic designer to assist in maintaining catalogs, designing print media for sales and promotions, and creating graphics for e-mails and web content. Collaborated with the Creative Services and Merchandising teams to update the style guide for 2015 and 2016 CWI catalogs. Assisted team with redesign of cwip.com and mobile app interface, and updated library of product images to meet quality standards.

2010 - 2012

BARTLEBY PRESS · GRAPHIC DESIGNER

Interned in Summer 2010, designing websites to promote their books, creating print marketing material, and typesetting manuscripts for print. Returned Summer 2011 as a contracted designer with a greater focus on web development.