

Katherine Iorio

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Education (MS, BA)

Quinnipiac University

Master of Science,

Interactive Media and Communications

Bachelor of Arts,

Graphic and Interactive Design

Professional Highlights

- Designed web pages for company website
- Maintained brand consistency across multiple residential properties
- Created 40+ Google Display Ads per campaign
- Developed large-scale print signage and advertising materials
- Supported marketing initiatives for a publicly traded REIT
- Designed and maintained SharePoint intranet pages used by employees
- Created Amazon content for several recognized brands
- Designed and developed a responsive portfolio website using HTML, CSS, and JavaScript

Design & Marketing Skills

Branding	Google Ads
Production Design	Social Media
Print Design	Image Retouching
Digital Design	Typography
Web Design	File Preparation
UX/UI	Brand Standards
Motion Graphics	Asset Management
Email Design	Large Format Signage

Software Skills

Adobe Illustrator	Figma
Adobe Photoshop	SharePoint
Adobe InDesign	Mailchimp
Adobe After Effects	Canva
Adobe Premiere Pro	Web Development

Profile

Graphic designer with 5+ years of experience creating digital, print, web, and motion designs for publicly traded companies and e-commerce brands. Combines expertise in branding and marketing to create powerful visual experiences that support business goals and strengthen brand identity. A creative problem-solver ready to deliver outstanding work.

Professional Experience

Graphic Designer | Aug 2024 - June 2026 (1 year, 10 months) *Veris Residential*

- Designed digital and print marketing collateral for a publicly traded multifamily real estate company
- Created Google Display Ads, social media graphics, email campaigns, signage, and branded marketing materials
- Designed and updated property website while maintaining brand consistency
- Built and maintained SharePoint pages to improve internal communication and employee engagement
- Developed branded merchandise and promotional assets for company initiatives
- Collaborated with team members and vendors to execute marketing assignments

Graphic Designer | Feb 2022 - Aug 2024 (2 years, 7 months) *Lucky 21 Partners*

- Designed Amazon A+ Content, infographics, lifestyle imagery, video assets, and promotional graphics for brands with licenses including Disney, Nickelodeon, DKNY, Reebok, and others
- Collaborated closely with creative directors and brand managers to conceptualize designs, leveraging client assets to create captivating marketing visuals that boost conversions
- Created and posted social media content to promote company engagement and exposure

Graphic Design Intern | Dec 2020 - Feb 2021 (3 months) *Tia Cibani Kids LLC*

- Participated in the design of marketing materials and packaging
- Retouched product and campaign photos
- Assisted with campaign photo shoots
- Created a look book for the next collection for a fashion brand