

Katherine Iorio

Profile

Katherine is a motivated graphic designer with a keen creative eye. She brings versatile experience across residential marketing, Google Ads, web and print design, content creation, and product advertising. Her adaptable mindset and collaborative approach make her a strategic asset who delivers impactful, innovative work.

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- Asbury Park, NJ

Education (MS, BA)

Quinnipiac University

Master of Science,
Interactive Media and Communications

Bachelor of Arts,
Graphic and Interactive Design

Design & Marketing Skills

Branding	Canva
Google Ad Design	CapCut
Web Design	Mailchimp
UX/UI Design	WordPress
Print Design	Adobe Illustrator
Video Editing	Adobe Photoshop
Image Editing	Adobe InDesign
Motion Graphics	Adobe After Effects
Figma	Adobe Premiere Pro
SharePoint	

Soft Skills

Problem Solving
Growth Mindset
Collaboration
Attention to Detail
Creativity
Communication
Adaptability
Time Management
Leadership

Professional Experience

Graphic Designer | Aug 2024 - Present (1 year, 8 months) *Veris Residential*

Acted as a key contributor on the marketing team for a publicly traded REIT, supporting a wide range of initiatives aimed at strengthening brand presence and enhancing resident experiences. Played an integral role in the execution of multi-channel marketing efforts, including the creation of Google Ads, website design and updates, social media content development, SharePoint page design and maintenance, development of a branded merchandise store, and print collateral.

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

Created promotional content for apparel sold on Amazon, including A+ content design, image retouching, infographic creation, video editing, and social media management. Designed top-tier e-commerce experiences, elevating brand creativity, and boosting conversions through user-centric design. Collaborated closely with creative directors and brand managers to conceptualize designs, leveraging client assets to create captivating marketing visuals.

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.