


KAT PARASPOLO

Graphic Designer

Contact

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941.462.5984 

2PureDesigns.com 

Education

State College of Florida, FL.

Associate of Art, 2016

Graphic Design | Photography

Graphic Design Certificate, 2017

Associate of Science, 2018

Graphic Design

Technology | Skills

InDesign



Photoshop



Illustrator



Adobe: Lightroom, Acrobat, Bridge, Camera Raw, Audition,

Microsoft Office: OneDrive, SharePoint, Outlook, PowerPoint, Word, Excel, Teams

iWork: Keynote, Pages, Numbers

Google Workspace: Drive, Slides, Forms, Sheets, Sites, Meet

Other: XMPie, Zoom, Canvas, Blackboard, Miro, Figma, Web Design, Social Media platforms, DSLRs

Professional Experience

Graphic Designer

Allegiance Group, Sarasota, FL., 10/2018- 1/2024

- Communicated with client manager from initial concept to final approval to clearly understand needs and creative vision and efficiently contribute to the project life cycle with timely revisions.
- Produced dynamic, print-ready design files with seamless CMYK conversions and data-specific adjustments, ensuring optimal printing and XMPie implementation.
- Searched, selected, and curated stock photography and crafted compelling direct mail designs for non-profits such as food banks, universities, mission associations, and health clinics.
- Designed diverse mailing materials, including 6x9 packages, A8 packages, newsletters, and postcards, tailored to enhance client messaging and campaign effectiveness.

Graphic Designer

Soul Media Global, Tampa, FL., 2/2018-8/2018

- Envisioned and created innovative graphic designs for diverse projects, enhancing brand consistency and audience engagement.
- Collaborated effectively with cross-functional teams to deliver visually appealing, brand-aligned marketing materials and digital content.
- Managed tight deadlines and multiple design tasks, ensuring timely and high-quality delivery of graphic assets for various media platforms.

Lead Graphic Designer

2PURE Designs, LLC, Bradenton, FL., 2/2017-Present

- Managed the entire creative process from concept to completion: crafted detailed creative briefs, developed and executed innovative storyboards, and ensured timely delivery of all projects, consistently meeting or exceeding client expectations.
- Conceptualized and created distinctive brand identity components and graphic solutions, including logos, editorial designs, websites, brand guidelines, media assets, and advertisements, enhancing the market presence and brand recognition of key clients such as:

J&J Aesthetics Medi-Spa

Davis Daycare

Circle The Sun Fitness

Electric Rose Entertainment

Zest Jewelry

VARIABL.X Consultancy

Volleyball Solutions

SCF Sports Department