



COLLEEN KERFOOT

Creative Freelance Graphic Designer offering
14 years of expertise developing unique custom artwork.

Portfolio: colleenkerfootdesign.com
(980) 763-8381

EDUCATION

College of New Jersey
Bachelors of Fine Arts
in Graphic Design

DESIGN SKILLS

Graphic design
Web design
Event marketing
Promotional materials
Coding experience-HTML & CSS
Photography-digital DSLR
Presentation design
Company logos
Layout design
Product illustration
Chart and graph development
Corporate identity branding

PROFESSIONAL SKILLS

Originality and creativity
Design understanding
Concept development
Campaign development
Vendor negotiation
Marketing expertise
Time management
Detail oriented
Organized
Communications strategies
Decision making
Problem solving
Verbal and written communication

SOFTWARE

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe After Effects
Adobe InDesign
Adobe Dimensions
Adobe Spark
Word Press
Microsoft Suite
Word
Excel
PowerPoint

Colleen Kerfoot Design - Freelance Artist -2007-present

Full understanding of the design and development process from concept through production.

An eye for great design and intuitive understanding of what connects with customers.

Anticipated design issues and proved to be proactive in developing effective solutions.

Developed artistic visual products while working within defined technical constraints.

Managed client relationships and expectations for creative projects with varying budgets and objectives.

Worked with clients to gather and define requirements, establish scopes and managing project milestones.

Ability to work under minimal supervision.

EVENT MARKETING

Worked with clients to develop dynamic event marketing campaigns for large scale corporate events. Designed eye catching cohesive signage, marketing materials, event logos, promotional materials, digital displays, stage backdrops and presentation templates. Worked closely with clients, event sponsors and vendors to maintain branding standards and strategies. Managed campaigns with specific focuses in order to meet each event's creative vision under tight deadlines.

GRAPHIC DESIGN

Developed brand identity packages for clients that reflect their business vision.

Designed various print and digital pieces including: logos, brochures, mailers, signs, banners, promotional materials and social media advertisements.

PHOTOGRAPHY

Specializing in natural light portraits, worked with clients to develop vivid portrait, architectural, product and event photography.

WEB DESIGN

Designed original websites with smooth navigation to establish viewer engagement, build brand confidence and increase session duration. Listened carefully to my clients to customize each site to reflect the image they envisioned for their business or event and focused heavily on user flow to provide a pleasant and successful browsing experience for the viewer.