

CAT FRANKLIN

GRAPHIC DESIGNER | CAT@FRANKLYCAT.COM | 404 488 9600

qualifications Five years of exceptional experience in graphic design including experience with art direction. Expert proficiency with Adobe CS4; familiarity with Dreamweaver, Flash and MS Office. Team-focused individual with professional collaboration skills. Detail and deadline-oriented, as exemplified with prepress, print production and time management.

experience **VICTORY WORLD CHURCH**

HEAD GRAPHIC DESIGNER 1/2008 - Present

- Creating design solutions to meet the visual branding and communication needs of Victory World Church ministries, satellite/church plants locations.
- Ongoing conceptualization and design branding of a wide array of marketing and advertising materials including: ad campaigns, pamphlets, brochures, ministry logos, identity, posters, magazines, apparels, video/television graphics, websites, exhibition and displays.
- Working alongside ministry leaders or from creative briefs to develop creative ideas and concepts, choosing the appropriate media and style to meet the objectives of the ministry while maintaining the overall consistency brand of the establishment.
- Managing multiple design briefs under tight deadlines and managing time effectively according to the priority of the job.
- Directing contract designers and volunteer designers from art concept to print production while ensuring consistency and quality of the brand.
- Working well within a team and with vendors such as printers, copyeditors, photographers, editors, other designers, ministry leaders, website designers and marketing specialists.
- Created design solutions that had high response rates in establishment's history and contributed to an overall 30% increase in attendance and broadened the audience attendance from approx. 85 nations to 100 nations.

FREELANCE

GRAPHIC DESIGNER 1/2007 - present

- Conceptualization and branding of marketing and advertising materials including: logos, identity branding, animated web banners, apparel, and websites.
- Clients have included: Accuclean, Inc., Churchtv.com, Balama Development Alliance, Mindstate,LLC., The Skin Spa Boutique, IHOP- Atlanta, Victory World Church

PRIMAL SCREEN [Motion Graphics Animation/design Firm]

GRAPHIC DESIGN INTERN 1/2007 - 5/2007

- Clients including: Cartoon Network, Nickelodeon, PBS, HGTV, Spike TV, Sundance Inst., ABC, CNN

CNN

GRAPHIC DESIGNER 3/2006

- Conceptualization and branding of CNN Exchange, including: logo, animated logo, poster, website, and apparel

LIFETIME TV

GRAPHIC DESIGNER 1/2006

- Conceptualization and designing of a featured Lifetime movie, including: logo, movie poster, and animated web banner

BELTLINE

GRAPHIC DESIGNER 9/2006

- Conceptualization and branding of identity guide for Atlanta Transit, Beltline, including: logo, collateral, transit design

MAULDIN BRAND AGENCY [Entertainment Marketing/Advertising Agency]

GRAPHIC DESIGN INTERN 1/2005 - 5/2005

- Clients including: NASCAR, Nextel, Atlanta Inquirer, Atlanta Motor Speedway, Music Management Artist clientele
- Intern of the Month Honoree

education

GRAPHIC DESIGN BFA

GEORGIA STATE UNIVERSITY 5/2007

affiliations

AMERICAN INSTITUTE OF GRAPHIC ARTS

ATLANTA CHAPTER 8/2005 - Present

group
exhibitions

LIFETIME TELEVISION

NEW YORK 2006