

# Kat Hall Designer + Illustrator

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www.kathall.com | kathleen.rose.hall@gmail.com | ph: 860 908 3548  
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## Hello! My name is Kat...

My 3 favorite P's are pugs, pastries and Photoshop. When I'm not designing, I can be found working on my latest illustration project.

## Experience

### priceline.com

Graphic Designer

Norwalk, CT | Fall 2011 - Present

Worked on the priceline.com brand team, assisting internal teams and outside vendors with building and maintaining both creative assets and brand identity.

Major responsibilities included spearheading sale collateral, generating banner and social media campaign creative and advertisements and even retouching photos of William Shatner and Kaley Cuoco.

### odonnell company

Asst. Art Director/Front End Developer

New Haven, CT | Spring 2010 - Fall 2011

Assisted in the completion of internal work and client work such as web design and development, print work, radio material, combined media campaigns, branding development and flash animation.

### UConn Web Dev Lab

Student Graphic Designer

Storrs, CT | Spring 2008 - Spring 2010

Interned at Web Dev then continued to work part-time there as an undergrad. Jobs included designing, developing and maintaining websites for clients on the UConn campus.

## Education

### University of Connecticut

Storrs, Connecticut | Class of 2010

BFA, Concentrating in Graphic Design with additional classes in Illustration.

## Skills

### Adobe Creative Suite

Dreamweaver

Illustrator

Photoshop

InDesign

Flash Animation

### Microsoft Office

Powerpoint

Word

Excel

Outlook

### Other

Mac OSX/Windows

QuarkXpress

HTML/CSS

WordPress Templates

Digital & Traditional Illustration

*References available upon request*

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Thanks for looking! I hope to hear from you soon.

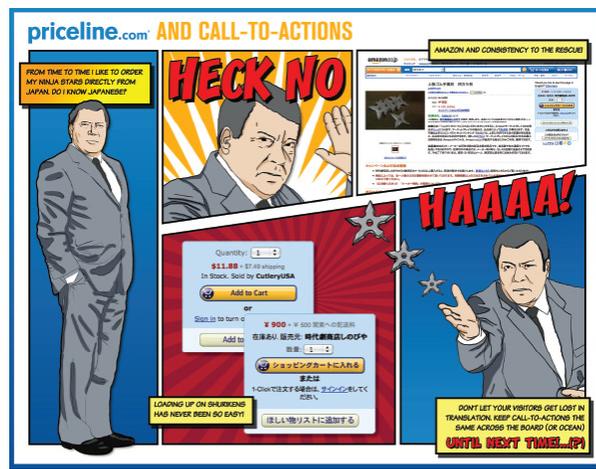
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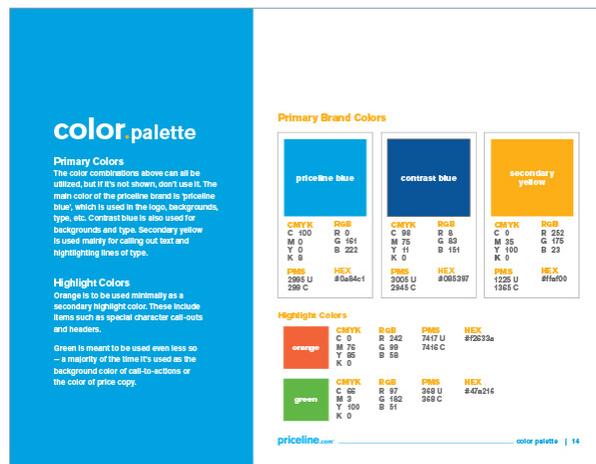
## Here is a Sampling of my Work: priceline.com Web Style Guide

The Web Style Guide was made internally for priceline.com's Conversion Department. Created in mind for new web designer hires, it instructs readers on proper brand and design practices for the website itself.



## priceline.com Brand Guidelines

The design of the current priceline.com brand book stemmed from a much desired redesign of the old guidelines. Its intention was to be informative as well as reflect the modern look and feel that priceline.com aims for.



You can view more work at [www.kathall.com](http://www.kathall.com)

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## Here is a Sampling of my Work:

### The Negotiator's Last Deal - Facebook Cover

This Facebook cover was created in tandem with [priceline.com](http://priceline.com) "The Negotiator's Last Deal" commercial. The idea was to mash-up the climax of the ad in conjunction with style of a comic book



### Taming of the Pooch Logo

This logo was a freelance project created for a client who operated a dog-training business. Her company's name played off of Shakespeare's 'Taming of the Shrew' - which inspired the design of the logo.



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