

KATE PALERMINI

Design | Marketing | Augmented Reality

portfolio: katepalermini.com, email: kate.palermini@wsu.edu, phone: 509-240-7807

SKILLS

Adobe Illustrator	<div style="width: 100%;"></div>
Adobe Photoshop	<div style="width: 100%;"></div>
Adobe InDesign	<div style="width: 90%;"></div>
HTML 5/CSS3	<div style="width: 100%;"></div>
Javascript/JQuery	<div style="width: 85%;"></div>
Wordpress	<div style="width: 60%;"></div>
Unity	<div style="width: 80%;"></div>
Android	<div style="width: 65%;"></div>
IOS	<div style="width: 60%;"></div>
Hootsuite/Buffer	<div style="width: 100%;"></div>
Facebook	<div style="width: 100%;"></div>
Instagram	<div style="width: 90%;"></div>
Twitter	<div style="width: 75%;"></div>
Garage Band	<div style="width: 95%;"></div>
Adobe Premiere	<div style="width: 75%;"></div>
Adobe Audition	<div style="width: 65%;"></div>
Photography	<div style="width: 85%;"></div>
Audio/Video	<div style="width: 80%;"></div>

EDUCATION

Bachelor of Arts in Digital Technology and Culture; Anthropology, 3.72 GPA
Washington State University Vancouver
Expected Graduation: May 2017

AWARDS

2015: Early Career Award, Arts and Design, SURCA, Washington State University
Fall 2014-Fall 2016: President's Honor Roll

EXTRACURRICULARS

Advisory Board and Founding Member
Girls Who Game Student Club
Student-at-Large
Chancellor's Student Advisory Board
Vice Chair
Student Media Board

SOCIAL MEDIA LINKS

Instagram: @KatePalermini
Twitter: @KatePalermini
LinkedIn: in/katepalermini

PROFILE

- More than 10 years of personal and professional experience in design, content creation, and marketing
- Extensive experience managing and maintaining social media strategies and accounts
- Skilled with Adobe Creative Suite (Illustrator, InDesign, Photoshop), Microsoft Office, and web languages (HTML5, CSS3, Javascript, JQuery)
- Effective communicator able to maintain cultural sensitivity, establish rapport with members of diverse groups, and promote team cohesiveness
- Creative, resourceful, and flexible; able to adapt to changing priorities while maintaining a positive attitude and strong work ethic

EXPERIENCE

Augmented Reality (AR) Specialist

Beasts and Heroes Game, Emortal Sports Inc.

- Code native applications for both IOS and Android within Unity Game Engine and utilizing the Vuforia AR SDK
- Collaborate with multiple teams to integrate content
- Create and test wireframes and prototypes

Director of Communications

ASWSUV Student Government, WSU Vancouver

- Design materials, including publications, web content, e-mails, and presentations to promote ASWSUV to students and increase student engagement
- Create and manage calendars and establish effective timelines for content and resource management
- Develop new systems and strategies of communication

Marketing Intern

Student Resource Center, WSU Vancouver

- Developed materials, including publications, web content, e-mails, and presentations to promote the SRC to faculty, staff, and students
- Worked to identify, research, and evaluate new strategies for effectively reaching students including managing social media accounts and pages

Program Assistant

CMDC Program, WSU Vancouver

- Managed social media accounts and pages including Facebook, Twitter, and Instagram
- Worked with faculty and students to organize events including gallery openings and advisory board meetings

Assistant Curator

Game Changers, CMDC Program, WSU Vancouver

- Led a curatorial team of 10 people
- Produced media assets including marketing materials, website, and social media posts