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# Kathleen Mota

## Graphic Designer

818-403-1708

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## SKILLS

- Brand identity design (logos, typography, color systems)
- Packaging design & dielines (retail, consumer goods)
- Visual storytelling & concept development
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Firefly)
- Figma, Canva,
- Layout design, typesetting, print production
- Social media graphics & content design
- Research, moodboarding, and presentation decks

## EXPERIENCE

### **CM WoodWorks, San Fernando** - *Office Assistant*

January 2020 - PRESENT

- Maintain physical and digital filing systems to keep project and client records organized and accessible.
- Manage incoming and outgoing emails, ensuring timely communication and proper documentation.
- Print, prepare, and assemble necessary documents, forms, and materials for daily operations.
- Answer and direct phone calls, providing clear communication and support to clients and staff.

### **Impact Design Hub, Northridge** - *Graphic Designer*

August 2025 - December 2025

- Collaborate with a multidisciplinary student design team to support nonprofit organizations through branding and visual communication.
- Currently leading social media redesign efforts for the Sisters of Perpetual Indulgence, including refreshed Instagram layouts, post templates, and visual storytelling.
- Develop brand assets such as color palettes, typography systems, iconography, and a cohesive brand kit aligned with the organization's voice and mission.

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- Create new social media content — carousels, announcements, educational posts, and promotional graphics — optimized for accessibility and audience engagement.
  - Participate in client meetings, gather feedback, and present design concepts and iterations professionally.

## EDUCATION

### **California State University, Northridge — B.A. in Art, Graphic Design Concentration**

*August 2021 – December 2025*

Coursework includes: Brand Strategy, Packaging Design, Web Design, Typography, Communication Design, Design Research, and Visual Communication.

## AWARDS

- Dean's List, CSUN (multiple semesters)
- Selected student work featured in course showcases