

# KODY KRATZER

## UNIVERSITY OF SOUTH CAROLINA

August 2012-May 2016 | Columbia, SC  
B.F.A. Studio Arts – Graphic Design  
Magna Cum Laude

### SKILLS

Adobe Creative Cloud Suite  
Sketch  
InVision  
Wordpress  
Mailchimp  
Microsoft Office  
Windows  
Mac  
Project management  
UX/UI visual design  
Presentation design  
Public speaking

### ACTIVITIES

USC Alpha Lamda Delta Honors Society  
Capstone Scholars Program

### AWARDS

Second Place, Single Advertisement  
SCPA Collegiate Open Division 2015  
First Place, Single Advertisement  
SCPA Collegiate Open Division 2014

### INVOLVEMENT

Women Upfront  
Marketing Lead  
Professional Development Committee  
Member, Previous Lead (2018-2020)

### REFERENCES

Available upon request

## DESIGN + ILLUSTRATION

864.328.4375 | [kodykratzer.com](http://kodykratzer.com) | [kodykratzer@gmail.com](mailto:kodykratzer@gmail.com)

### EXPERIENCE

#### PricewaterhouseCoopers, Deliverable Excellence Center

Lead Graphic Designer | Columbia, SC | December 2017-Present

Lead the in-house design team. Build rapport with clients to understand their needs. Art direct various projects (including presentations, white papers, brochures, landing pages, logos and more) and provide graphic design support to the team as needed while managing my own projects to meet tight deadlines.

Collaborate with the studio manager and story lead to build our brand identity and effectively market our department to gain new clients within PwC. Work with the studio manager to create accurate project estimates, timelines and budgets. Review all outgoing deliverables to ensure high quality and the success of a brand new department within PwC. Travel to client sites as needed for ease of collaboration.

#### PricewaterhouseCoopers, Deliverable Excellence Center

Graphic Designer | Columbia, SC | November 2016-December 2017

#### Muscle & Strength

Junior Graphic Designer | Columbia, SC | March 2016-October 2016

Design web-based content for the online store, HTML email campaigns, social media, outside advertising and in-house collateral, and edit photography under tight deadlines while utilizing strong design and typography principles.

#### Belmond Charleston Place

Graphic Design Intern | Charleston, SC | May 2015 –August 2015

Assist the graphic designer in executing designs of marketing materials developed by the marketing director and marketing manager. Research, develop and design concepts for ads, brochures, campaigns and in-house collateral while adhering to Belmond brand standards. Generate social media content.

#### Creative Services for USC Student Media

Graphic Designer | Columbia, SC | August 2014-May 2016

Design, edit and process advertising requests and campaigns to be printed in USC's Student Media publications such as The Daily Gamecock newspaper and Garnet & Black Magazine as well as their respective websites and apps.

### OTHER PROJECTS

#### The Witches Three, Count on Me!

Illustrator

#### Chronolog

Graphic Designer

#### Regenerate Chiropractic

Logo Designer