

Kathleen Ballard

Phone: 765-524-4726 • Yakima, WA

Email: kathleenmreese@gmail.com • Portfolio: kathleenmarieballard.com

EXPERIENCE

Special Publications Editor

August 2023 - Present

The Seattle Times Affiliates | Yakima, WA

Edited, designed and paginated special publications for both the Walla Walla Union-Bulletin and the Yakima Herald-Republic. Additionally curated eastofthecascades.com and made sure special publications content works effectively online.

Key Accomplishments:

- Started work on SEO and coding issues for East of the Cascades website, drawing more visitors to the site.

Graphic Designer, Design Desk/Copydesk

September 2022 - Present

The Seattle Times Affiliates — Yakima Herald-Republic/Walla Walla Union-Bulletin | Yakima, WA

- Managed news stories in a Content Management System to paginate and edit.
- Created innovative designs to illustrate the complexity and importance of local and Northwest stories.

Key Accomplishments:

- Won first place in the SPJ Region 10 for Print Page Design for 2022.
- Performed under difficult deadlines while in transition to promoted role in August 2023.

Graphic Design Team Lead, Shared Services

November 2018 - June 2022

Evening Post Industries — The Post & Courier | Charleston, SC

Managed all business relations, design and production, prepress and scheduling for *multiple South Carolina and Georgia circular advertisements*. Directly influenced design directives and production deadlines by developing strong relationships with clients, coworkers, and store owners; and satisfying client needs while designing unique, original art.

Key Accomplishments:

- Significantly decreased overtime among all coworkers and streamlined production by creating libraries and templates to quickly work from. Additionally sought to compress workload by streamlining the design into one or two variations.
- Led the team to perform under difficult deadlines.

Graphic Designer, Design Desk

October 2016 - October 2018

Evening Post Industries — The Post & Courier | Charleston, SC

- Managed news stories in a Content Management System to paginate and edit.
- Collaborated with related properties and their editors to paginate original feature or news front pages.

Key Accomplishments:

- Created original art in pagination of important news and feature stories.
- Made improvements in streamlining processes under tight deadlines.

EDUCATION

Indiana University of Bloomington | Bachelor of Journalism

May 2015

- *Director of Public Relations* of Ashton Residence Hall, CEWIT, National Residence Hall Association

SKILLS

Adobe Suite | HTML5 and CSS | Microsoft Suite | FTP | CMS | OS X | Windows | Production Scheduling