



CONTACT

Website / Portfolio
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EDUCATION

Art Institute of Fort Worth

*Bachelors of Fine Arts in Media Arts
& Animations.
Honor Roll: 2014 – 2016*

University of West Florida

*Bachelor of Arts with a double major in
Advertising and Graphic Design
GPA: 3.76/4.0
Dean's List: 2008,2009,2011,2012
President's List: 2009*

KATHRYNE YANCE

GRAPHIC DESIGNER & VIDEO EDITOR

Innovative and passionate **graphic designer & video editor with 6 years of 2D & 3D design experience.** A fun, creative, motivated and tenacious problem solver **proficient in Adobe Creative Suite programs and Microsoft Office.** Loves designing one-of-a-kind graphics, videos and presentations providing a unique style to all projects. **Experience working with entertainment companies including Mattel & Hasbro.** Creates trendy graphic visuals, high-end videos and presentations for numerous platforms such as in-house marketing, social media posts and individual vendor videos. Develops campaign presentation decks for clientele & in-house marketing.

AWARDS

Silver ADDY | 2012

Awarded by American Advertising Federation for outstanding creativity.
Competed against 60,000 entries.

Best Media Arts & Animation Portfolio | 2016

Awarded by Art Institute of Fort Worth. Selected out of 15,000 of students.

EMPLOYMENT HISTORY

Sally Beauty Holdings Video Editor/ Motion Graphics Artist

July 2020 - April 28, 2023

- **Video productions increased gross sales 15%.**
- **Click Through Rates, views and subscriptions also increased 15%.**
- Team Lead for all video & animation.
- Strong presentation design, visual storytelling and animation of compelling high-end videos, animated gifs and social media posts.
- Introduced the concept of animation to the COE marketing department.
- Excelled working in a fast pace environment.
- Conceptualized and executed multiple videos and digital animation assets.
- Edited, stitched and rendered out clips to create seamless engaging videos.

Sally Beauty Holdings | Graphic Designer

July 2017 – August 2019

- Conceptualized designs and produced digital materials including emails, web banners, presentations, social media posts and animated gifs.
- Exceptional focus on core messaging and the customer's design needs.
- Provided innovative solutions to design & production challenges ensuring highest quality for all assets produced.
- Responsible for archiving all materials and digital assets.
- Mentored and advised Junior Designers and Freelancers.

SKILLS

PROFESSIONAL SKILLS

Graphic Design
Video Editing
Adobe Creative Suite
Problem solving abilities
Create Layouts & Templates
Microsoft PowerPoint
Presentation Experience
2D & 3D Visualization
3ds Lighting & Texturing
Infographics & Charts
Meets Deadlines & Multitasks
High Quality of work
Illustrations & Matte Painting
3ds Studio Max
Visual Storytelling
Experience Written & Verbal Skills
Microsoft Excel
Microsoft Word
Webex
ZBrush

INTERESTS



Yoga/ Bike Riding



Makeup & Beauty

REFERENCES

Sally Beauty Holdings

Melody Raffloer
Jaleesa Bustamante
Tamara Martinez
Mindy Torrey

Reader's Digest

Candy Warren

Personal

Gerard Bruining

EMPLOYMENT HISTORY (CONTINUED)

Diesel Displays | Graphic Designer

October 2016 – March 2017

- Designed and built custom displays for national and international companies including *Reebok, Vans, Oakley's, Callaway, Taco Bueno* and many others.
- Created graphics, prepared print files, built and textured 3D assets, edited videos and assembled prototypes of 3D displays for clients.
- Created campaign decks for clients using Microsoft PowerPoint.

Ballinger Publishing | Graphic Designer & Advertising Intern

Fall 2012 – Summer 2012

- Designed in-house marketing assets
- Printed promotional advertisements
- Logo designs & Illustrations
- Magazine & Newspaper design
- Designer publications: *Pensacola Magazine, Coming of Age, Gosport, and Downtown Crowd.*

Reader's Digest Association | Graphic Design Intern

May 2012 – August 2012

- Member of the creative team to design children's books
- Designed dynamic, creative typography for covers and interior layouts
- Followed routing procedures, maintaining project files and archives

(add)ventures | Advertising Intern

May 2011 – August 2011

- Conducted prospective client research
- Created both in-house & client-facing e-newsletters
- Pitched new ideas to clients as part of marketing consultations
- Thrived in a fast-paced environment

PUBLICATIONS

My Little Pony: Cutie Mark Quest (also available in Hasbro e-book)

- contributing graphic designer
- ISBN: 978-0-7944-2472-5

My Little Pony: A Wedding in Canterlot (also available in Hasbro e-book)

- contributing graphic designer
- ISBN: 978-0-7944-2564-7

Barbie in the Pink Shoes: A Panorama Sticker Storybook (also available in Mattel e-book)

- contributing graphic designer
- ISBN: 978-0794427863