

# Katherine Taylor

MOTION DESIGNER

### **FDUCATION**

**UNIVERSITY OF** CINCINNATI COLLEGE OF DESIGN, ARCHITECTURE, ART AND PLANNING

Cincinnati, Ohio

Bachelor of Fine Arts **Animation Certificate** Minor in Fashion Studies August 2019 - April 2024 GPA: 3.974

ACCADEMIA ITALIANA

Florence, Italy Study Abroad Fall 2023

## SKILLS

Adobe Creative Suite 2D & 3D Animation Stop Motion Character Design Graphic Design DragonFrame Sewing Cinema 4D Autodesk Maya Video Editing Google Workspace

## PARTICIPATION

Little Bluebird, Solo **Exhibition** University of Cincinnati DAAP April 2024

**DAAPcares President** Service-Based Design Club January 2023 - May 2023

Lewis Franklin Palmer and Marjorie Stewart Palmer Scholarship Spring 2022

## WORK EXPERIENCE

#### **HEAD OF MARKETING**

S.B. Tree Service | January 2024 - Present Cincinnati, Ohio

- Manage targeted digital advertising campaigns with CPA bidding strategies and selective keywords to increase foot traffic and ROI
- Spearhead website redesign, optimize user experience and integrate SEO marketing techniques for greater website visibility
- Strategize and develop social media marketing designs and video production for increased brand identity and awareness

#### MOTION DESIGNER

TITLE Magazine | November 2023 - Present

Cincinnati, Ohio

- Collaborate with creative teams to execute collective design vision for magazine print and digital promotional materials
- Utilize Procreate, Photoshop, and Premiere Pro to create unique animations and video content

#### MARKETING CONTENT CREATOR

Maker Studio Kidz | October 2022 - August 2023

Remote. San Francisco. California

- Produced and edited DIY educational content, sizzle videos, and eye-catching social media designs for Instagram, Tiktok, and
- Increased Instagram followers by 250% over 10 months with videos reaching up to 950,000 views
- Implemented innovative 2D and stop-motion animation techniques into Marketing strategies

#### KIDSPACE INTERN

Cincinnati Museum Center | June 2022 - August 2022

Cincinnati. Ohio

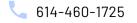
- Supervised and facilitated creative experiences in interactive STEAM gallery with diverse populations
- Taught and experimented with animation, 3D printing, sewing, fiber arts, painting, and sculpting
- Aided in development and implementation of museum programming to increase community engagement

#### STOP MOTION INTERN

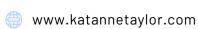
Small Minded Animation | January 2022 - April 2022

Cincinnati, Ohio

- Designed and fabricated stop-motion figures and wardrobes for live-action film and animation
- Animated and tested development of stop-motion puppets using Dragonframe software
- Precisely edited stop-motion footage and applied innovative 2D background elements in Adobe Premiere and After Effects









# **EDUCATION**

- 2024 BFA, Animation Certificate, Fashion Studies Minor, University of Cincinnati DAAP
- 2023 Accademia Italiana International Fine Arts Program, Florence, Italy
- 2015-2019 Grandview Heights High School, Columbus, OH

## PROFESSIONAL EXPERIENCE

- 2024 Head of Marketing, S.B. Tree Service, Cincinnati, OH
- 2024 Motion Designer, TITLE Magazine, Cincinnati, OH
- 2022-2023 Marketing Content Creator, Maker Studio Kidz, San Francisco, CA
- 2022 STEM Art Instructor, Maker Studio Kidz, San Francisco, CA
- 2022 KidSPACE Intern, Cincinnati Museum Center, Cincinnati, OH
- 2022 Stop-Motion Intern, Small Minded Animation, Cincinnati, OH
- 2021 Mural Artist, SushiNati, Cincinnati, OH
- 2021 Research Assistant, Lorena Molina, Cincinnati, OH

## **EXHIBITIONS**

- 2024 Little Bluebird, Solo Exhibition, University of Cincinnati DAAP, Cincinnati, OH
- 2023 Wander, Burnett Woods Trailside Nature Center, Cincinnati, OH
- 2023 Go Left, Community Art Show, Maker Studio Kidz, San Francisco, CA
- 2021-2022 Loving Wyoming, Wyoming Fine Arts Center, Cincinnati, OH
- 2021 Continuum, Meyers Gallery, University of Cinicnnati, Cincinnati, OH
- 2021 Lost and Found, Reed Hardwood Gallery, University of Cincinnati, Cincinnati, OH
- 2020 Confronting, Online, Sophomore Research Studio, University of Cincinnati, Cincinnati, OH
- 2019 Blink, Cincinnati, OH
- 2019 GSA Art Show, Grandview Heights High School Gender Sexuality Alliance, Columbus, OH

# **PUBLICATIONS**

- 2024 Dystopian Dollhouse, Motion Design, Issue 008, TITLE Magazine
- 2024 Panoply, Motion Design, Issue 008, TITLE Magazine
- 2023 Miss Orange, Digital Illustration, Orangepeel Literary Magazine
- 2023 Put Your Phone Away., Digital 2D Animation, Sixteen, University of Cincinnati DAAP

# VOLUNTEERING

- 2023 President, DAAPcares, University of Cincinnati DAAP, Cincinnati, OH
- 2019-2020 Designer, DAAPcares, University of Cincinnati DAAP, Cincinnati, OH
- 2021 Gallery Attendant, Wave Pool, Cincinnati, OH

# **AWARDS**

- 2024 Linne Family Endowed Scholarship
- 2019-2023 Dean's List, University of Cincinnati
- 2022 Lewis Franklin Palmer and Marjorie Stewart Palmer Scholarship, University of Cincinnati
- 2022 Certificate of Extraordinary Maker and Teacher, Maker Studio Kidz
- 2019-2022 Cincinnatus Scholarship, University of Cincinnati
- 2020 Robert Fable/Cook-Train Fine Arts Award, University of Cincinnati
- 2019 Bobcat Boosters Scholarship, Grandview Heights Bobcat Boosters
- 2019 Donnajean Desilva Scholarship, Kiwanis Club of Northwest Columbus
- 2019 Grandview Heights marble Cliff Arts Council (GHMCACA) nancy E. Kukla Fund Scholarship, The

#### Columbus Foundation

- 2019 Kozak-Eisele Scholarship, Michelle kozak and Terry Eisele
- 2019 Mirolo Charitable Scholarship, Foundation For Appalachian Ohio and the Mirolo Charitable Foundation