

Kathy Randour

ART DIRECTOR / GRAPHIC DESIGNER

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ABOUT

I'm a visual "story teller" and art director by nature but a graphic designer by trade. You'll find me where conceptual thinking and art meet with more than 20 years of nonprofit, direct response fundraising experience across multi-channels: digital, print and web.

I enjoy using strategic collaboration with talented copy writers and creative directors using research and analytics to create compelling campaigns that touch hearts and impact lives.

EXPERIENCE

Moore, CDR Division, Lanham, MD | Associate Creative Director | January 2015 - Present

Created attention grabbing direct mail print and digital concepts for a full-service direct response fundraising agency. Responsible for conceptualizing, designing and over-seeing the print production team in developing direct mail campaigns that effectively raised money to support our nonprofit clients' missions. Ability to work in a fast-paced, creative environment with constantly shifting schedules and priorities.

Donor Point Marketing, Rockville, MD | Art Director | October 2013 - 2015

Direct marketing agency focused on fundraising for mid-sized nonprofit organizations. Designed direct mail marketing materials such as brochures, newsletters, reply devices, letters, info graphics, proposals, web emails, and graphics. Clients include: Grand Canyon Association, Yellowstone Association, Morris Animal Foundation, The Seeing Eye, American Humane Association, ACCT Philly and more.

Transportation Technologies, Inc. / Signal-Technologies, Inc., Erie, PA | Graphic Designer 2008 - December 2012

Provide creative direction in designing integrated marketing campaigns that contribute to Trans-Tech and Signal-Tech's growth as LED signage experts throughout the banking, parking and transportation industries. Create marketing literature, publication ads, email campaigns, website design, trade show displays and highly technical drawings daily for our customers.

Columbia Direct Marketing Corp., Annapolis, MD | Art Director | September 1999 - 2008

Responsible for the creative direction, design and pre-press production of company direct mail campaigns for national, nonprofit organizations. Experienced following brand standards and implementing marketing strategies and direct mail best practices to produce award-winning packages. Clients included: Defenders of Wildlife, World Wildlife Fund, African Wildlife Foundation, The Ocean Conservancy, Colonial Williamsburg, Save the Children, and Catholic Relief Services to name a few.

Crosby Marketing Communications, Annapolis, MD | Art Director | October 1988 - July 1999

Involved in conceptualizing, designing, estimating, coordinating and producing both national and regional promotional marketing materials. They include: logos, corporate identities, direct mail, newsletters, brochures, catalogs, trade shows, signage, posters, inserts and website design. Responsibilities also included organizing and art directing the use of photographers, illustrators and freelancers.

EDUCATION

B.F.A., Columbus College of Art & Design, Columbus, OH
Major: Advertising Design

SKILLS / SOFTWARE

Advanced skills in Adobe CS, including InDesign, Photoshop, Illustrator, XD and Acrobat. Skilled in Quark Xpress and Microsoft Office Suite. Knowledgeable of web design and basic HTML. Familiar with CAD tools. Experience with workflow management solutions including Adobe Workfront. Possess strong design, conceptual, organizational, and interpersonal skills. Extensive knowledge of printing, pre-press production, and preflighting art files. Experienced with estimating and coordinating the use of vendors.

References and awards available upon request.