

# KATHARINE MURTA ADAMS

323-633-7715 | [www.katymurta.com](http://www.katymurta.com) | [katymurta@att.net](mailto:katymurta@att.net) | [linkedin.com/in/katymurta/](https://linkedin.com/in/katymurta/) | [uxfol.io/katymurta](http://uxfol.io/katymurta)

## CREATIVE DESIGNER & UX DESIGNER

Click [here](#) for Visual Design portfolio. Click [here](#) for UX Design portfolio.

### SUMMARY

**With a diverse background in graphic design, illustration, and digital media, I bring creativity, strategy, technical expertise, and a keen eye for detail to drive successful audience engagement and achieve key performance indicators.**

With advanced knowledge in **Adobe Creative Suite and Figma** and experience in both traditional and digital illustration techniques, I excel in creating engaging visuals across various platforms. Known for my ability to collaborate effectively with clients and team members to bring ideas to life, I thrive in fast-paced environments and am committed to delivering high-quality results that increase brand awareness, lead generation and customer satisfaction.

#### **My career highlights as a Senior Creative Designer at Farmers Insurance:**

- **Built out strategic partnership marketing campaigns** consisting of multiple deliverables that increased brand awareness, lead generation, and **click-rate by 10% for target demographic via Affinity groups and employer-sponsored channels.**
- **Implemented HTML5 banner animations for an immediate rebranding of MetLife assets.** 'Parking' increased click-rate by 23%.
- Also launched **an HTML5 Google Ad submission documentation, enhancing team efficiency by 25%.**
- **Led a design team on an illustration brand style-guide** and built out assets for our internal teams, **saving hours spent creating new assets.**
- **Directed a team of designers on best-practices for Adobe InDesign**, with a supplemental guide created for future reference, **saving hours spent on tutorials, etc.**

### TECH SKILLS

- |                        |                      |                           |
|------------------------|----------------------|---------------------------|
| • Adobe Creative Suite | • Procreate          | • HTML5, CSS, Webflow     |
| • Tumult HypePro       | • Microsoft Office   | • Robohead, Asana, Rally, |
| • Figma, FigJam        | • Visual Studio Code | Kanban principles         |

### PROFESSIONAL EXPERIENCE

#### **Farmers Insurance, Los Angeles, CA**

**April 2004 to October 2023**

##### **Senior Creative Designer/UX Designer**

- **Demonstrated consistent growth in career** by earning five promotions throughout a 19-year tenure, progressing from Graphic Designer to Creative Designer IV.
- **Collaborated with the UX team as an adjacent UX Designer**, utilizing Figma, Sketch, Zeplin, and Abstract to enhance user experience.
- **Produced high-quality art and branding materials** for online and print usage, including presentation design, logos, web icons, banners, illustrations, digital animations, motion graphics, technical drawings, infographics, and interactive elements.
- **Designed and crafted marketing materials** for multi-page books, brochures, flyers, posters, cards, email templates, and direct mail projects, catering to employees, agents, and customers.
- **Executed strategic partnership campaigns**, using Adobe CC, that included direct mail, email templates, product page design, and social assets, for customer-facing initiatives.
- **Created digital animations for MetLife-to-Farmers rebrand**, using Hype and HTML5 editing tools such as Visual Studio Code.
- **Launched a HTML5 Google Ad submission documentation:** a step-by-step guide for other designers to follow.
- **Designed motion graphics for farmers.com and YouTube** using AfterEffects, Illustrator, and visual storytelling.
- **Produced illustrations**, using Procreate and Illustrator, for Instagram and other social media.
- **Developed multi-page books**, using InDesign, for internal and external stakeholders.
- **Led the illustration style-guide development** for other Marketing business units, fellow designers, and vendors to use.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### Murta Creative, Los Angeles, CA

#### Freelance Creative Designer/Illustrator

- Collaborate with clients, executing creative strategy and implementation, using design thinking principles, visual storytelling, traditional and digital methods of illustration.
- Client list: **Clive Barker (Imajica Trading Card Game, Zehrapushu Inc.), Micheal Hayes Properties, Emilie's Gardens Music, Greg Meridith Music and Jupiter Press.**

### Lakeshore Learning, Carson, CA

#### Contract Artist

- Created characters and backgrounds for children's educational materials used in school curriculums throughout the country, using **traditional sketching and Adobe Illustrator vector illustration.**

### Knowledge Kids Network, Los Angeles, CA (no longer in service)

#### Senior Designer

- **Developed characters and background art for a kids-oriented learning website**, collaborating with producers, writers and engineers, using **Adobe Illustrator, Flash (now called Animate)**, and various other software, as well as drawing skills.
- Implemented basic programming (Actionscript).

### Disney Interactive, The Walt Disney Company, Burbank, CA

#### Computer Artist

- Executed visual storytelling for 2D and 3D assets for games, print studios and other deliverables using **Adobe Photoshop, 3D Studio Max and traditional drawing.**
- Worked on the award-winning game, **Nightmare Ned, creating backgrounds, storyboards and character design.**

## CORE COMPETENCIES

- |                         |  |                                  |
|-------------------------|--|----------------------------------|
| • Digital Illustration  | • Drawing, Painting, Storyboarding               | • UX/UI Principles and Execution |
| • Graphic Design        | • Layout Design                                  | • Branding and Identity          |
| • User Experience       | • Collaboration                                  | • Emotional Intelligence         |
| • HTML5 Animation       | • Iterative Execution                            | • SAFe Agile Principles          |
| • Motion Design         | • Design Thinking                                | • Web Design                     |
| • Vector Illustration   | • Creative Strategy and Problem Solving          | • Creative Best Practices        |
| • User Interface Design | • Color Theory, Typography and Design Principles |                                  |
| • Print Design          | • Project Management                             |                                  |
| • Poster Design         | • Excellent Communication                        |                                  |
| • Typography            |  |                                  |

## EDUCATION

### Art Center College of Design, Pasadena, CA

Bachelor of Fine Arts (BFA), Illustration Major

## CERTIFICATIONS

SAFe POPM (2023), Google UX Certification Program (2022), Leading SAFe (2020)

## MEMBERSHIPS

Los Angeles InDesign User Group  
2010 - Present