


Kate Andersen


DESIGNER, STORYTELLER


ABOUT ME


Multidisciplinary designer with a focus on brand identity, digital experience, and visual storytelling. Experience in the medical, nonprofit, and environmental sectors.

I bring a combination of strong conceptual thinking with hands-on execution across print, web, and motion. I thrive on collaborative projects that blend design with purpose.

 Tampa Bay, FL

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 kateander.com

 @kateande

SKILLS

Adobe Creative Suite

Brand Identity & Style Guides

UI/UX Design & Webflow

Motion Graphics & Animation

Digital Illustration

Content Strategy & Copywriting

3D Modeling (C4D, Blender)

PROFESSIONAL EXPERIENCE

TAMPA BAY WATCH

Graphic Designer & Content Creator | Jan 2023 – Sept 2023

- Co-led visual rebrand in collaboration with SPARK, restructuring the brand identity and facilitating a new chapter for the organization.
- Designed and launched two new websites for Tampa Bay Watch and the Discovery Center, improving UI/UX and accessibility.
- Creatively directed two educational animations for the Discovery Center's Living Shoreline exhibit.
- Produced all print and digital graphics, interpretive signage, and educational materials.
- Maintained visual brand integrity across donor campaigns, education programs, and signage.

FREELANCE GRAPHIC DESIGNER

Independent & Contract Work | Sept 2023 – Present

- Ongoing marketing design work for a global medical brand, including the creation of their new website.
- Development of brand identities, websites, and motion graphics for nonprofits and startups.
- Self-initiated creative projects with a focus on sustainability, storytelling, and design innovation.

BOYD INDUSTRIES

Associate Marketing Coordinator | Aug 2022 – Sept 2023

- Designed print and digital materials for B2B marketing in dental and ENT markets.
- Produced video content and social media campaigns, managing creative from concept to execution.
- Helped refine brand messaging and led the development of a new visual style guide.

YACHT STARSHIP CRUISES

Graphic Design Specialist | Jun 2022 – Sept 2022

- Created brand collateral, including menus, banners, signage, and magazine ads.
- Developed 3D signage mockups using Cinema4D and Illustrator.
- Supported brand expansion with custom logo design for new services.

FLORIDA STATE UNIVERSITY

Graphic Design Intern | Aug 2021 – May 2022

- Designed motion, print, and digital graphics for student engagement campaigns.
- Led creative workshops on design principles and animation tools.

EDUCATION HISTORY

BA in Studio Art | Florida State University

- Undergraduate Research Award
- Berlyn Arnett Art Award