



# KAITLIN BENSCOTER

## EXPERIENCE

### Berkshire Hathaway Homestate Companies

Graphic Designer, January 2019 – Present

Graphic Design Marketing Intern, February 2018 – January 2019

- Developing visuals and copywriting for company internal and external marketing materials: product handouts, presentations, seminar/event branding, promotional items, email templates, newsletters, software demonstration videos, motion graphics, website content
- Collaborating with learning and development team, human resources, and business continuity department to inform employees of company information

### Lush Cosmetics Omaha

Seasonal Sales Associate, October 2017 – January 2018

- Built rapport with customers to determine product wants and needs
- Facilitated customer shopping experience

### Freelance

Graphic Designer, August 2017 – Present

- Creating branding and web designs for clients: WW Fit, HornyToad SecondhandFinds

### Wheelhouse Collective

Graphic Design Intern, July 2017 – August 2017

- Assisted with multiple client branding projects

### UNO IS&T Attic

Student Animator, April 2016 – June 2017

- Developed illustrations and animations for University of Nebraska Medical Center professors in need of materials to teach students
- Acted as liaison between clients, coworkers, and supervisor

### Farris Engineering

Marketing Assistant, August 2014 – April 2016

- Designed company internal and external marketing materials
- Digitized project documents
- Updated project, client, and employee databases

## CONTACT

kaitlinbenscoter.com

## EDUCATION

### Metropolitan Community College

Associate of Applied Science, Web Design

GPA: 4.0, 2017 – 2019

### University of Nebraska at Omaha

Bachelor of Arts in Studio Arts, Graphic Design

Minors in Art History, IT Innovation

GPA: 3.713, Magna Cum Laude, 2014 – 2017

## SKILLS & INTERESTS

Acrobat  
After Effects  
Animate  
Dreamweaver  
InDesign  
Illustrator  
Lightroom  
Photoshop  
Premiere Pro  
XD

CSS3  
Campaign Monitor  
HTML5  
InVision  
MailChimp  
Umbraco  
WordPress

PowerPoint  
Word

Animation  
Branding  
Copywriting  
Drawing  
Illustration  
Motion Graphics  
Painting  
Photography  
Printmaking  
Typography  
Video Production  
Web Development

## ACTIVITIES & HONORS

AIGA UNO 2016 – 2017, Project Leader

AIGA NE 2016 – Present

AIGA NE Show, Kaneko, 2017, Omaha, NE

- Judge's Choice Student Gold & Student Gold – Information Design – *Stop, Collaborate, and Listen*
- Student Bronze – Illustration – *Joslyn Art Museum Advertisement*