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**Resume**

Contact

# Kayla Potoczny

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## Summary of Qualifications

- Four years of corporate and freelance graphic design experience working closely with clients both individually and in group efforts to generate publications with exceptional results.
- Three years of web design experience producing works of high quality and originality to satisfy client and user needs, including accessibility, direct navigation, effective layout, creative and suitable design.
- Development of vital skills such as interpersonal communication, multi-tasking, and time management necessary to build professional relationships.

## Professional Experience

### **Golub Corporation / Price Chopper Supermarkets**

#### **Human Resources Communications Clerk 2005-2007**

#### **Human Resources Communications Graphic Designer 2007 - current**

Rotterdam, NY

- Design posters, brochures, manuals, business cards etc.
- Maintain and update information on the corporate intranet - *golub.com*.
- Created and designed a new visual look for the Human Resources website.
- Created and designed a new visual look for several perishable and non-perishable department websites.
- Assist Macromedia Contribute users with technical website issues.
- Create and maintain both hardcopy and html company forms.
- Design and write copy for the Electronic Communication Station.
- Write and edit associate policies, procedures, handbooks, manuals.
- Write and edit articles for quarterly company magazine.

## Relevant Accomplishments & Skills

### **“St. Stanislaus Historical Museum: The Museum of Western Jesuit Missions”**

Author: William Barnaby Faherty, S.J.

Editors: Harris & Friedrich

Little Falls, NY - 2006

- Produced a 26 page booklet describing the history of the museum and designed an illustration that replicated the original in digital form.

### **“Friends and Memories”**

Author: William Barnaby Faherty S.J.

Editors: Harris & Friedrich

Little Falls, NY - 2006

- Typeset and designed a 252 page book including digitally produced illustrations throughout. Included in the design were 30 scanned and placed photos.

### **Clover Combo Classic logo**

Amsterdam, NY - 2005

- Researched and designed logo for a 4-H 5k Run which was printed on their website, T-shirts, cups, brochures, posters etc.

### **“Free & Easy Watercolor”**

Artist, Author, and Instructor: Eric Wiegardt

Little Falls, NY - 2004

- Worked closely with publishers, the client, and editor on a cover design.

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## **Software & Skills**

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### **Software**

Studio MX (Flash, Dreamweaver, Fireworks), Macromedia Contribute 4.0, Adobe Photoshop CS2, Adobe Illustrator CS3, Quark Xpress 6.0, InDesign CS, Adobe Acrobat, Microsoft Office Professional (Word, Powerpoint, Excel)

### **Programming Web Technologies**

HTML, CSS, JavaScript

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## **Education**

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### **SUNY Institute of Technology, Utica, NY - 2002-2004**

B.S., Professional and Technical Communication - web & print design emphasis

### **Herkimer County Community College, Herkimer, NY - 2000-2002**

A.S., Professional and Technical Communication - web & print design emphasis

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## **Professional Courses**

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### **Computer Visions, Albany, NY - 2007**

Web Development with Cascading Style Sheets

Dreamweaver 8

Illustrator CS3 - Level II

### **New Horizons, Albany, NY - 2006**

Indesign CS - Level II, 8 hours

Web Development with Cascading Style Sheets, 16 hours

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## **Academic Achievements**

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2003-04	2 Academic Achievement Awards
2000-02	Honor Society