AMY E. KETTERER

Skilled visual design professional with comprehensive experience. A creative problem solver; flexible and motivated with excellent interpersonal skills. Proven organization and prioritization expertise. Able to multi-task, with a high-level of efficiency and attention to detail.

CONTACT INFORMATION

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EDUCATION

Bachelor of Arts, Applied Fine Arts, Concentration- Graphic Arts,
Southwest Minnesota State University
Minor 1: Marketing
Minor 2: Graphic Design and Printing Technologies
Certified Social Media Strategist, 5/2021
Certified Google UX Designer, 6/2025

SKILLS

- Illustrator
- Photoshop
- Premier
- Audition
- XD
- Firefly
- Acrobat Pro
- Word
- Excel
- PowerPoint
- Outlook
- Eleven Labs
- Midjourney
- Kling
- Design
- Slack
- Material Design
- Squarespace
- Shopify
- Hostinger
- Wordpress
- Umbraco
- Miro
- Figma
- Google Suite
- Hootsuite

CORE COMPETENCIES

- Branding
- Logos & Icons
- Animated Videos
- Accessibility
- Data Visualization
- Presentations
- Event Management
- UX Design

EXPERIENCE

CHRONIC DISEASE RESEARCH GROUP (CDRG); 01/2013-Present

Communications and Design Specialist

- Developed visual design assets, such as logos and icons, for two US Government contracts: Scientific Registry of Transplant Recipients (SRTR) and United States Renal Data System (USRDS) as well as for Living Donor Collective (LDC), CDRG, and Hennepin Healthcare Research Institute (HHRI).
- Completely rebranded both USRDS and the LDC.
- Created a brand and designed/produced all materials (electronic and printed) for SRTR's 2022 Consensus Conference, including prospectus, program presentation templates, invitations, and registration forms.
- Designed physical trade-show exhibits for SRTR, CDRG and USRDS.
- Managed the logistics for the SRTR exhibit for four medical conferences each year.
- Designed printed marketing collateral such as letterhead, business cards, pamphlets and newsletters.
- Edited and formatted slides, posters, reports and graphic abstracts for presentations and publications.
- Designed digital advertising for placement in social media platforms.
- Developed educational programs and produced videos and webinars to assist users in understanding the metrics presented in SRTR reports.
- Created motion-logos for SRTR and LDC.
- Collaborated with users of SRTR.org, and design teams to ensure the website met standards of user interface (UI) heuristics.
- Developed user experience (UX) design process flow for CDRG employees to follow during their design process.
- Created a style library, design system and sticker-sheet for branded design projects. To ensure brand consistency across projects.
- Created infographics for the SRTR Annual Data report, years 2021-2024.