

kathe gregory resume

www.kgregorycommunications.com

Kathe Gregory has been a graphic designer for over 30 years. Her style is one of collaboration with the goal of client pride in all her projects. She's created numerous content and visual design projects that assist her clients in telling their unique stories.

- Brand identity (corporate and small business)
- Websites
- Brochures
- Event and Exhibition collateral
- Electronic presentations
- Postcards
- Display collateral (large format posters and boards)
- Wayfinding and interpretive signs
- Fact sheets and newsletters
- Maps
- Banners
- Announcements

Specific experience is reflected in the following select projects:

Websites/Branding



Nesson Media Boston, Boston, MA

This video company hired Ms. Gregory to transform text for a proposal into an attractive and professional layout within a very short time frame. It was competed on time and Nesson Media Boston (NMB) won the work. When NMB wanted a complete identity package with logo, stationery and website, they returned to her. The website has been designed to be easy to navigate and to show the viewer contact information as well as streaming video clips from their more prominent works.

<http://www.nessonmedia.com>



Collaborative Designs, Inc., Kingston, NH

Ms. Gregory designed a logo, a series of ads and website for this landscape architecture and environmental planning firm Collaborative Designs, Inc. (CDI). The website is designed to be attractive visually with the look and feel of the natural world and easy to navigate to see the Transportation, Educational and Institutional/Residential sample projects.

<http://www.collaborative-designs.com>



Climate Change Action Brookline (CCAB), Brookline, MA

An identity program was needed for this environmental group in addition to a complex website with a multitude of information to help viewers take action in order to reduce both individual and institutional carbon footprints.

<http://www.climatechangeactionbrookline.org>



Woburn Public Library Expansion Design Competition, Woburn, MA

The H.H. Richardson-designed Woburn Public Library built in 1879 needs to expand in order to accommodate all the materials obtained since then. Ms. Gregory designed a logo and a website to elicit design ideas for the library's addition to this historic building. The website contains the over 100 entries.

<http://www.woburnlibrarycompetition.com>



AK Woodworks, Boston, MA

Alex Krutsky is a craftsman who designs and makes museum-quality furniture. He hired Ms. Gregory to design a marketing brochure for him that would reflect his unique quiet elegant style and superb craftsmanship. Later he decided to expand his visibility through a new logo, revised brochure and website. The website displays the vast variety of furniture items, kinds of wood used and historic styles in which they were made.

<http://www.akwoodworks.com>

Marketing



Von Grossmann & Company, Boston, MA

Ms. Gregory created a comprehensive marketing campaign to update the public with projects completed, awards received, new hires, holiday greetings, and important certifications earned by team members. She designed email promotions, presentation boards and postcards sent out regularly. When possible, she created a play on words to make the postcards more interesting as well as professional and informative.



I-93/I-95 Interchange Transportation Study Proposal, Boston, MA

Ms. Gregory designed a project logo, cover and template for the interior pages of the I-93/I-95 Interchange Planning Study proposal. The team not only won the project but was also awarded First Place for Specific Marketing Piece from the Society of Marketing Professional Services Boston Chapter. Excellence in clarity of message and handsome design were cited in the jury's comments.



Waterfield Design Group, Winchester, MA

An engineering firm that has been involved with charity work long before the big earthquake in Haiti had an opportunity to show the Prime Minister how they could solve some problems of their non-working infrastructure. Ms. Gregory created the format and look of their PowerPoint presentation.



Green Mountain Operations & Maintenance Facility Plan, Bennington, VT

Ms. Gregory designed this 45-page report which presents an implementation plan for the Green Mountain Chapter of the Red Cross for a proposed operations and maintenance facility in Vermont. As the current facility is inadequate and not cost efficient, the goal of the study was to help program and locate a site for a facility to house its fleet of vehicles, bus maintenance, operation and administration functions.



Diversity Development, Boston, MA

This company spearheads - and is a watchdog for - insuring diversity of employees and programs for universities and corporations. Ms. Gregory designed their logo with multiple colored shapes interlaced to convey the concept of people of different backgrounds working together which she incorporated into a brochure and signage.

Wayfinding/Signage



Union Square Wayfinding Initiative, City of Somerville, MA

Ms. Gregory was tasked to create a plan to make the unmanageable Union Square easily navigable by pedestrian and vehicular traffic, and portray an identity that reflects the attributes of the Square to make it memorable within the region. She created a plan with multiple recommendations for three phases of implementation which included street and building signage, kiosks with printed maps, an identifier sculpture, flowering and landmark trees, banners and gateways.



Union Station Signage and Identity Program, Brattleboro, VT

Ms. Gregory designed coordinated signs to direct pedestrian and vehicular traffic between three transportation facilities: the Transportation Center (a parking garage and bus stops), Union Station (Amtrak) and the Whetston Brook Path. Brattleboro has a fascinating past as an industrial and transportation center, to be represented in a series of free-standing, historic interpretive signs. Ms. Gregory's identity program is distinctive and contemporary and yet reflects the character of Brattleboro.

Transportation



Massachusetts Highway Department, Central Artery/Tunnel Project, Boston, MA

As Manager of the graphics department for this \$14 billion highway construction project Ms. Gregory coordinated information, supervised design, and oversaw production of the Draft, Final, and Supplemental Environmental Impact Statements (EIS). Her six-member department was additionally responsible for development of both public outreach and internal communication materials including exhibits, multi-media slide shows, signage for events, presentation boards, reports, newsletters and brochures.



New Jersey Transit, Southern New Jersey Light Rail Transit System and Capitol Extension, Camden to Trenton, NJ

Ms. Gregory served as Graphics Manager for this 34-mile, 20-station light rail transit project from the Camden area to the Capitol area and its proposed extension. In this role she prepared or managed the production of all graphics for community outreach and environmental documentation. Her responsibilities included developing fact sheets, newsletters, bulletins, audio/visual presentations (in both electronic and board form), reports, banners, and special signage. In addition, she oversaw the design and production of the Draft and Final Environmental Impact Statements.



Puerto Rico Department of Transportation & Public Works, Tren Urbano Heavy Rail Rapid Transit, San Juan, PR

Ms Gregory established and managed the graphics department for this \$1.2 billion, 14-station, new start, urban rail transit system. She developed all preliminary graphics for community relations and outreach purposes including brochures and exhibits. In addition, she recruited and trained a local staff, including her successor.



Canal Street Line, New Orleans, LA

Before Katrina, an Environmental Impact Statement (EIS) was done for the reintroduction of streetcars on Canal Street in New Orleans. As Manager of the graphics for this project, Ms. Gregory created and oversaw the collection of background information, the creation of visual information including maps, and oversaw production for the multiple volume draft and final EIS.

Education

Master of Fine Arts, Sculpture	1971	Rutgers University, New Brunswick, NJ
Bachelor of Fine Arts, Sculpture	1969	Carnegie Institute of Technology, Pittsburgh, PA