

## KATHERINE MILBURN



**Job:** Creative Design Director

**Company:** Refined Marketing

As Creative Design Director, my role is to guide production from the Refined Studio, managing the output of graphic design, web design and print management. Helping businesses tell their brand story through visually creative graphics, strategic marketing campaigns and delivering multi-channel marketing solutions to enable there brand to outshine!

Technical

Problem Solver

Creative

**The skills I use most in my job...**Graphic Design

- Brand Development
- Marketing Strategy
- Creative Solutions
- Technical Problem Solving

**The most interesting thing I've worked on in my career so far...**Creating a branding agency to support businesses with growth. Prior to that working on a complex rebrand project for the largest

distributor of fuel and lubricants in the UK over a 12 month period which included consolidating over 70 brands.

**What inspired me into digital and tech...** I have always had an interest in design from my dad a technical engineer who taught me to how to use CAD software which then developed my graphic design skills. Linking marketing with design and how complex messaging can be streamlined into visual graphics led me to my career.

**My educational background is...** BA (Hons) - Business Management & IT with Design and Marketing

**What advice I'd give to girls thinking about a career in digital and tech...** I would say if your passionate about what you do and enjoy seeing the benefits of your work then go for it! See it as an opportunity to work on innovative projects and a culture that promotes creativity and learning.