

KATRINA T. LALLIER

visual journalist • editor • designer • writer • entrepreneur

i LOVE

PROBLEM-SOLVING.
PRODUCT INNOVATION
AND DEVELOPMENT WITH
STRONG DESIGN.
VISUAL STORYTELLING.
MEANINGFUL IMPACT.

i EXCEL AT

BEING A TEAM PLAYER.
COMMUNICATION.
QUICK DEADLINES.
PRINT AND DIGITAL
EDITORIAL NEEDS.

i WORK WITH

ADOBE INDESIGN,
PHOTOSHOP, ILLUSTRATOR
BRIDGE & ACROBAT
QUARKXPRESS
WORDPRESS, SYMPHONY

MEMBERSHIPS

SOCIETY OF NEWS DESIGN
UNION COLLEGE
ALUMNI COUNCIL &
BOSTON BOARD

EDUCATION

EMERSON COLLEGE
2005: Certificate in book
and magazine publishing

UNION COLLEGE
2003: Bachelor of arts
in political science
minor: mathematics,
history, dance

CONTACT

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METRO INTERNATIONAL Aug. 2003-July 2014

Global Editorial Art Director Jan. 2009-July 2014; U.S. Editorial Art Director July 2005-June 2007

Other responsibilities: Boston Editorial Art Director (2007-2011); launch team to hire and train employees for Metro Puerto Rico (2012)

Metro International is the publisher of Metro, the world's largest international newspaper, with more than 18 million daily readers in 24 countries.

PRINT — NEWSPAPER:

- developed company-wide editorial design and executed design and workflow in newsrooms on-site
- worked with global guest editors: Lady Gaga, Karl Lagerfeld and Richard Branson for editorial vision
- **Metro does Fashion Week:** A comprehensive guide to the runways, designers, models, trends and front row sightings at Fashion Week in New York, London, Paris and Milan. I worked with editors and writers to develop and execute editorial design for a stand-alone issue and daily coverage (2006-2014).

PRINT — MAGAZINE:

- **The Metropolitan Report #3:** A global research project, in conjunction with Whispr Group and Futureproof, that aims to understand the similarities in mindset and lifestyle of Metropolitans: people aged 18–39 years, in cities all over the world. Responsibilities included development and execution of editorial design concept, including infographics and cover art for 68-page glossy magazine (Oct. 2013).
- **Boston Uncovered:** A magazine targeting college students, in conjunction with The Boston Globe, focusing on Boston's restaurants, nightlife, shopping, theaters, landmarks and services. I developed and executed editorial design for a 40-page magazine (2005-2008).

DIGITAL:

- **Karl for iPad app:** A complimentary digital interactive edition of The Karl Lagerfeld global guest editor print edition, in conjunction with Kindmags. Sold in Apple's App Store (Feb. 2012).

MODMODS

Art Director 2012-June 2014

ModMods.com integrates fashion and beauty with user generated content and the latest technology. At ModMods, fashion, beauty and celebrity interviews are mixed with intelligent writing, original videos and stunning galleries. Users register and become part of the editorial conversation.

- designed editorial concept, site look
- developed and created all marketing materials: media kits, proposals, print and digital advertisements

TK INK

Owner and president Jan. 2011-present

TK INK, Inc. is a media consulting, publishing and creative studio. Client projects include brand identity and marketing materials, editorial and B2B publications, on-site workflow consulting, invitations and photoprocessing.

THE ROUNDABOUT COLLECTIVE

Co-founder and partner 2013-present

The Roundabout Collective is a group of ambitious women pursuing entrepreneurial and creative projects — together. An umbrella for individual start-ups, Roundaboutcollective.com acts as a support network and resource for budding businesses. Make good things, do good things and be good women.

POINTE AND PRESS

Founder April 2010-present

Pointeandpress.com is a blog of dance reviews and events in and around the metro Boston area. Reviews have appeared in Metro Boston.

REALITY CHECK

Capstone Project Emerson College Sept. 2004-June 2005

A 52-page glossy magazine with a focus on reality television.

- developed an editorial concept, media kit, business plan and design

ALBANY TIMES UNION

Marketing Designer April 2002-Aug. 2003

Times Union Media is the largest media company in New York's Capital Region. It includes the area's No. 1 newspaper, timesunion.com, several local magazines and SEO/SEM client services. A member of the Hearst Corporation, Times Union Media focuses on the ever-changing media landscape.

- projects included print design for high school newspapers, N.Y. Giants Training Camp, N.Y. State Little League Championships and Albany ConQuest arena football