

Design and Brand Coordinator

Professional profile

Katherine Gibney joined Itad in 2019 as Design and Brand Co-ordinator. She oversees the use and growth of the Itad brand and supports staff to ensure all materials reflect our identity effectively. Before joining Itad, Katherine was Graphic Designer and Editor at the Institute for Public Policy Research, where she oversaw the rollout and development of a new brand across the organisation's print materials. Katherine's role included developing InDesign and Illustrator templates, graphs, charts and high-impact infographics, in addition to editing reports and liaising with printers and external suppliers to ensure their successful publication. Katherine has extensive experience in applying creative design to external-facing content, with solid freelance experience that encompasses technical support, leading on report design and managing the production of promotional items (e.g. brochures, posters, banners, etc.).

Katherine lived for seven years in Myanmar and Sri Lanka. She worked as a brand, design and editorial consultant and volunteer for a range of local, national and international non-government organisations, where she focussed on areas including governance, citizenship, education, business development, land use, natural resource management, mental health, tourism, and budget transparency. As a brand consultant, Katherine also developed and oversaw the rollout of new sub-brands, gaining strong experience in coordinating publicity through the careful use of press releases together with supporting online content. Katherine began her career as a newspaper designer and subeditor, and also spent three years with London Borough of Hackney's award-winning communications team. She has a BA in English Literature from University College London.

Nationality	British
Languages	English (native), Sinhalese, Burmese
Country experience	United Kingdom, Myanmar, Sri Lanka

Education and Training

2019	Adobe Animate Training (Adobe-accredited) Media Training Ltd.
2017	Advanced Techniques in Adobe Illustrator (Adobe-accredited) Highlander Training
2009	Advanced Techniques in Adobe InDesign (Adobe-accredited) Transmedia Training
2000-2003	BA (Honours) English Literature University College London

Employment

2019	Design and Brand Coordinator Itad, UK Katherine leads on developing and advising on Itad's brand.
2017-2018	Graphic Designer and Editor Institute for Public Policy Research, UK Designed all new publicity, publication and administrative materials using organisation rebrand typefaces, colour palette and logo. Led on the development of InDesign and Illustrator templates for reports, briefing papers, graphs, charts and high-impact infographics. Katherine was responsible for editing, designing and the layout of content for high-profile long form reports widely reported in UK media. Other tasks included covering a wide range of UK public policy issues in partnership with researchers and senior management. Katherine also liaised with printers, distributors and a range of other external suppliers and online publication or reports.
2014-2017	Brand and Design Consultant Thabay Education Foundation, Myanmar Developed and implemented a brand for the Thabyay Education Foundation, inspired by its website and subsequently being used by other designers. Also developed and implemented a consistent sub-brand for textbooks and publicity materials, then applied this to all new creations such as reports, flyers, banners, posters, document wallets and certificates. Katherine was also responsible for the coordination and design of Thabyay's first and second annual reports (2014-2015 and 2015-2016).

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- 2014-2018** **Communications Consultant**
Spectrum SDKN, Myanmar
Communications strategy, branding and graphic design for EU-funded Social Accountability Project (launched in 2016) with Oxfam and Scholar Institute. Katherine's role also included project management, population, infographics, staff training and site launch (for www.spectrumsdkn.org), in addition to supporting the preparation of content and design for Spectrum's first annual reports (2014-2015 to 2016-2017). Also coordinated online publicity, and writing and designing reports for People-Centred Energy and Sovereign Wealth conferences and other events, including briefing papers later distributed to central government.
- 2012-2014** **Designer, Editor and Project Manager**
VSO, Sri Lanka
Project management of legacy publication and exhibition to mark VSO Sri Lanka's closure. This included interviewing, writing, photo editing and creating an original graphic design within the confines of VSO's strict brand guidelines. Worked with VSO project teams on legacy documents for Sri Lanka's mental health and active citizenship programmes, and worked with translators to create branded materials in Tamil, Sinhalese and English for a VSO-EU conference on reconciliation. This included invitations, wall banners, agendas, PowerPoint presentations and a project summary booklet. Katherine's role also included producing tables and graphics to display complex information.
- 2012-2013** **Communications Advisor**
Hambantota District Chamber of Commerce, Sri Lanka
Worked with staff and stakeholders of youth business unit to produce high quality content for a book showcasing its achievements to potential funders and supporters. Supported content and design for local tourism publicity, consultations and funding applications; organised overseas learning tour for 15 chamber members. Katherine's role also included mentoring to increase on and offline exposure and media coverage, and improve press releases, web copy, annual reports and reporting to donors including USAID. She also supported events through various branding initiatives.
- 2011-2012** **Guest Lecturer**
Sri Lanka College of Journalism, Sri Lanka
Lecturer in English print media, training students in interview technique, writing, editing and the basics of good journalism. Two former students are now award-winning journalists.
- 2008-2011** **Acting Editor, Designer and Sub-Editor**
Hackney Today for the London Borough of Hackney, UK
Design and layout to tight deadlines of full-colour 36-page fortnightly newspaper with a 108,000-print run. This involved: managing and working closely with a team of five staff, as well as testing, commissioning and briefing freelance photographers, artists and writers; copy editing, including legal and fact checking, rewriting and cutting, and writing headlines; interviewing, research, writing news stories and features in line with the council's key messages; building links with stakeholders such as youth groups and charities, and helping them to produce good quality reporting of their activities and publicise their work; exercising diplomacy and sensitivity to secure sign-off from chief executive, mayor and cabinet, with personal liability for content and any negative impact caused by the newspaper on the organisation's reputation; managing edition flat plans, news lists and contributing to long-term strategic forward plans; overseeing redesign in line with organisation re-brand and creating layout guide for new staff and freelancers; and pre-press work, final checks on PDFs for print and managing relationship with printers; preparing PDFs for online publication adapting copy as required for the council's website.
- 2005 - 2007** **Senior Sub-Editor**
Various regional papers, UK
Part of large teams of journalists cooperating across up to four 100+ page titles in tense, deadline-driven environments. Katherine worked with reporters to check facts and ensure copy was accurate, editing and cutting stories as required, whilst ensuring all outputs met legal requirements in an engaging way. Extensive industry standard training in law for journalists.
- 2004-2005** **Deputy Chief Sub-Editor**
The Morning Star, UK
Received intensive training in page design, editing and writing, before being promoted to deputy chief sub-editor after one year. Responsibilities included allocating copy to sub-editors, managing page design, correcting proofs and sending pages to press; operating ancient printing machinery to produce negatives of pages and delivering them to the printers; participating in daily news conferences; and providing cover for features, arts, foreign and sport desks.

Project experience

- 2016-2018** **MIID design project**
Role: Designer | Client: MIID
Creative design, for a four-page core activities brochure, plus A1 posters and banners for office and event display. Editing and design for Pa-O Self-Administered Zone 5-year Development Plan.
- 2017-2018** **Indigenous communities report**
Role: Designer and Editor | Client: RRtIP
Design, layout and editing for 80-page report published in partnership with indigenous communities on land forest governance in Nagaland.
- 2017** **Community vision report**
Role: Designer | Client: Conservation Alliance Tanawthari
Design, layout and editing for an alternative, community-led vision for conservation in Tanintharyi.
- 2017** **GRET report design**
Role: Branding Lead | Client: GRET
Branded cover design, layout and editing for 300-page Myanmar land report, incorporating more than 200 tables, figures and graphics.
- 2017** **Briefing paper design**
Role: Designer | Client: Land Core Group
Creative design for a series of distinctive and professional briefing paper templates
- 2016** **Brand consulting**
Role: Technical Advisor | Client: MEC
Technical support and training, infographic design, text and photo editing for new a website: www.myanmareducationconsortium.org
- 2015** **Promotional material for Cord**
Role: Designer | Client: Cord
Branded design, writing, photo editing and complex pre-press for a booklet plus posters to celebrate completion of a two-year peace-building project and promote Cord Myanmar.