



KATIE WESTBROOK
designer/idea visualista

Columbus, Ohio
P: 614.446.0815

“ Non-stop passion. So dedicated the room could be on fire and I would still be designing. Addicted to building brands that create memorable experiences. Idea visualizer. Looking for a design home that my skills can blend and expand with to give clients bold, eye-catching results with purpose. ”

Education

Bachelor of Fine Arts (Honors)
Advertising & Graphic Design
Columbus College of Art & Design

Skills

- / Adobe Creative Suite
- / Brand design
- / Idea generation
- / Concept development
- / Layout design
- / Creative strategy
- / Public Speaking

Contact

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Experience

GSW Worldwide | Brand Designer
January 2014–Present

- / Craft and conceptualize successful brand design solutions for global diabetes medications, notably for Humulin® R U-500.
- / Thrive in collaborating with core team to create print and web materials that drive sales and patient satisfaction.
- / Generate and execute quality design work under rigorous deadlines that exceed expectations.
- / Accurately review brand design work created by in-house designers.

SBC Advertising | Graphic Design Intern
September 2013–December 2013

- / Originated design, logo and layout designs for print, web and packaging utilized by retail clients.

Honest Advertising | Freelance Designer
March 2013–August 2013

- / Developed and improved brand assets and promotional materials for retail brands and industries.

Fahlgren Mortine | Creative Intern
May 2012–December 2012

- / Created and assisted in the creation of strong, supporting campaign materials for retail clients.

Clients

Bruegger's Bagels
CCAD
Elmers™
Humulin®
JobsOhio
McDonald's
Ohio BMW
Panera Bread
Trulicity®

Awards

- / **GSW MORF Award (Flex)**;
June 2016
- / **LogoMoose Featured Logo**
May 2015
- / **CCAD ISA Diversity Award**;
April 2012

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