

KATIE CLAIRE WITKOP

graphic design + illustration

katiewitkop.com

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EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY | SAN LUIS OBISPO, CA

BFA: Department of Art & Design; Graphic Design Concentration

EXPERIENCE

WILLIAMS-SONOMA, INC. | PACKAGING DESIGNER

November 2013 - Current: San Francisco, CA

Designed specialty packaging solutions against all Williams-Sonoma Brand product categories using type, graphics, color and illustration elements to meet unique merchandising and personality demands. Maintained fresh approach to creative projects, introducing innovative design elements and dielines to solve unique product positioning and brand marketing needs. Custom illustration and calligraphy.

STANGER & STRANGER | FREELANCE DESIGNER

December 2014-March 2015: San Francisco, CA

Part time freelance work in branding, preliminary packaging design, and wine and liquor concept development.

MUSTANG DAILY NEWSPAPER | GRAPHIC DESIGN MANAGER

February 2011-June 2013: San Luis Obispo, CA

Led a team of ten student designers to create designs for the school paper. Conducted training workshops, interviews, and weekly meetings within the team. Art directed ad campaigns, special editions, and promotional products.

KNO, INC. USER EXPERIENCE | DESIGNER

June 2011-August 2012: Santa Clara, CA

Head designer of online and print campaign for K-6 students and parents. Illustrated ads featured in Harvard, Arizona, UCLA and Ohio State University newspapers. Pilot design team of the first Kno Inc. e-textbook: Collaborative Statistics. Created concept work for website launch and app development.

AWARDS

1ST PLACE PITCH PROJECT CNBAM SAN DIEGO CONFERENCE

April 2013: San Diego, CA

Developed full sales concept and marketing strategy for Hard Rock Hotel in competition with over 200 top collegiate newspaper marketing groups at the Collegiate Newspaper Business & Advertising Managers Conference. Chosen multimedia promotional platform 'pitch' was presented to executives.

DEAN'S LIST CAL POLY STATE UNIVERSITY

2009 & 2013: San Luis Obispo, CA

INVOLVEMENT

CAL POLY CLUB 34 OFFICER GALA EVENT CHAIR 2012-2013

Event management including event design, budget and fundraising \$10,000 in goods and services for annual Art & Design event in May 2013.

AIGA CAL POLY CHAPTER MEMBER 2009-2013

CAL POLY WEEK OF WELCOME ORIENTATION LEADER 2010

SKILLS

TECHNOLOGY

WordPress (Basic Knowledge)

Adobe Creative Suite CS6

Illustrator

InDesign

Photoshop

Microsoft Office

Letterpress

OTHER

Packaging

Event Management

Hand Lettering/Calligraphy

Illustration

Fundraising

Copywriting

Bartending