

KATIE DECKER

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floodcreative.com



SUMMARY

Associate Creative Director, Senior Art Director, Graphic designer and former Flash animator with 15+ years experience. I've had the pleasure of working with some of New York's largest ad agencies. I enjoy bringing words and ideas to life through well executed creative concepts.

PROFESSIONAL

Creative Direction
Art Direction

Estée Lauder • NY • 2006 - present

Associate Creative Director • 2014 to present
Art Director • 2008 to 2014
Senior Designer • 2006 to 2014

Working with Lauder brands to create compelling site design and content, new product launches, email and banner campaigns as well as upkeep with various e-com vendors.

Brands include:
Darphin, Lab Series, Clinique, Aveda and Estée Lauder global.

Section 101 • NY • April 2009 - February 2013

Creative Director • 2010 to 2013
Art Director • 2009 to 2010

Worked on both UI and design to create a DIY web design platform. I also created custom sites and supporting marketing material for various musicians and creatives seeking a web presence.

Brands include:
Pentatonix, Bush, Aimee Mann, Music First, Audible and Richard Ruskell.

Graphic Design
Flash Animation

Amazon • CA & WA • February - July 2013

Freelance Graphic Designer

Worked on-site in Seattle and Cupertino creating UI and front end design for a personal information management system.

Brands include:
Kindle and Fire phone.

Maude • NY • August - October 2010

Freelance Graphic Designer
Flash Animator

Created websites, Phone apps, animated banner campaigns and rich media for various entertainment clients.

Brands include:
FX, Fuse, Dakin and Diageo.

Domani • NY • August 2010

Freelance Graphic Designer

Created front end designs for a series of online games.

Brands include:
USA Gold

Night Agency • NY • June 2009 - July 2010

Freelance Graphic Designer
Flash Animator

Created websites, animated banner campaigns and rich media for various clients.

Brands include:
Keds, Champion, Avon Green, Hanes, Audi and Got2B.

Razorfish • NY • March 2006 - February 2010

Freelance Graphic Designer
Flash Animator

Created mini sites, animated banner campaigns and rich media for various clients.

Brands include:
Sheraton hotels, Weston hotels, Chase bank, Boston Scientific, Lexapro and Nexium.

AKQA • NY • January 2006 - February 2006

Freelance Graphic Designer
Flash Animator

Created animated banner campaigns and rich media for various clients.

Magnani Caruso and Dutton • NY • July 2005 - November 2005

Freelance Graphic Designer
Flash Animator

Created animated banner campaigns and rich media for various clients.

Brands include:
Capital One Bank

Deep Focus • NY • February 2005 - March 2008

Freelance Graphic Designer
Flash Animator

Created animated banner campaigns and rich media for various entertainment clients.

Brands include:
HBO, Miramax, RCA, Universal and Dimension Films

Ave A • NY • September 2004 - February 2006

Freelance Graphic Designer
Flash Animator

Created mini sites, animated banner campaigns and rich media for various clients.

Brands include:
Liberty Travel, Chase and Forest Labs.

Organic • NY • June 2004 - January 2005

Freelance Graphic Designer
Flash Animator

Created mini sites, animated banner campaigns and rich media for various clients.

Brands include:
Sirius Satellite Radio, Howard Stern, NFL and Bookspan.

Junior Designer

10th Degree • CA • October 2002 - June 2004

Junior Designer

Created emails and banners as well as client site maintenance.

Brands include:
Mitsubishi

EDUCATION

Laguna College of Art & Design • CA • 1998-2002

BFA in graphic design, graduated with honors

Union County College • NJ • 1996-1998

AA in liberal arts/graphic design, graduated with honors

TEACHING

Fashion Institute of Technology (FIT) • NY • February 2007

Taught a beginner night course on Macromedia Flash

EXHIBITIONS

Mighty Tanaka • NY • November 2010 - September 2012

Mixed Media pieces

Project One • SF • January 2009

Mixed Media pieces

SENSEI Gallery • NY • April 2007

Mixed Media pieces