



CONTACT

KATIE POWELL

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455 W Wellington Ave #562
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EDUCATION

2008

ILLINOIS INSTITUTE OF ART

BFA Visual Communications

2010

TRUMAN COLLEGE CHICAGO

HTML & CSS Certificate

SKILLS

ADOBE CREATIVE SUITE

Advanced knowledge and experience in Photoshop, Illustrator and InDesign. Familiar with Lightroom and Dreamweaver.

HTML & CSS

Intermediate capabilities in HTML and CSS. Understanding of web animations and responsive web design.

EMAIL MARKETING

Well versed in multiple email service providers including MailChimp, Constant Contact, Campaign Monitor and others. Comfortable coding HTML emails.

WEBSITE DEVELOPMENT

Practice in building and maintaining websites using CMS platforms Shopify, WordPress, Squarespace and Wix.

PRESENTATION CREATION

Extensive skill producing powerful and interactive presentations in Keynote and Powerpoint.

PROFESSIONAL EXPERIENCE

2012 - PRESENT

SENIOR ART DIRECTOR GIFTBAR

Implemented and managed internal graphic design work flow that organized production schedules and invoicing for the creative needs of 100s of small businesses. Served as a marketing and technical consultant to merchants. Mentored and directed junior design staff. Supervised product development and commanded schedules of third party development teams to ensure deadlines were met. Maintained high-end visual aesthetics. Improved quality of automated email marketing campaigns by studying, evaluating, and re-designing creative processes; implementing changes.

2010 - 2012

ART DIRECTOR JOOKIE, A PORTRAIT BOUTIQUE, INC.

Boosted existing brand identity through the development of unique concepts for studio promotions and marketing materials. Oversaw the production calendar of client portrait orders including pre-press and quality control. Advanced photo retouching skills and techniques were learned.

2009 - 2012

GRAPHIC DESIGN CONSULTANT HEYKATE DESIGNS!

Met with clients to determine scope of work for project at hand. Estimated time requirements and provided quotes. Presented finalized ideas and concepts. Worked as part of the team with marketing specialists, account executives, copywriters and printers to assure a successful and smooth final delivery. Clients included Chicago businesses Mojo Spa, Chicago Trading Company, Genexus USA, Geneca, Poggled and many more.

2008 - 2009

JUNIOR DESIGNER HILL & KNOWLTON

Developed skills by working with senior creative staff on a range of ambitious and innovative projects. Helped drive creative direction of campaigns for diverse clients while producing attractive and effective designs for all media.

2008

GRAPHIC DESIGNER MARS GALLERY

Consulted with gallery founder to produce advertisements and promotional items for events as well as marketing collateral to support sales. Assisted in screen printing and studio work.