



Kate Erickson

HELLO!



Art Director, you say? Yup! I've got a foundation of fierce design and illustration skills, throw in my experience with campaign concepting and you've got me. Let's work together, I've got your back and I'll keep it real (and fun).

kateerickson.com
kateerickson@gmail.com
262.510.1053
Renton, WA



SKILLS

Full Campaign Concepting
Art Direction
Brand Development & Strategy
Responsive Web Design
Digital Illustration
Typography & Design
Time Management
Pitching Ideas
Active Listening
Curiosity
Achievement-Oriented
Operations Management

EXPERIENCE

Art Director

Edelman: PR & Marketing Agency - Seattle, WA

March 2018 - Present

Creative Lead for the global health care organization, HIMSS, for an extensive rebrand (internal & external) including: brand guidelines, internal employee launch, video, website, marketing plan, and annual tradeshow. I've coordinated and concepted with brand strategist, account team, project manager, copywriters, and client's marketing team throughout the process to ensure alignment and integration.

Creative Lead on a current client campaign series: schedule meetings, provide feedback to vendors and partners, maintain deadlines, escalate review items, delegate and direct design and animation, select music, manage stock licensing, and collaborate with copywriter, producer, project manager, account, digital, earned team members, and freelancers.

Developed concepts and mockups, collaborated with executives on idea spaces to win the RFP for Kaiser Permanente's 75th Anniversary Campaign.

- Earned-creative thinking: big ideas, concepting, campaign integration, earned activations, tactics, art direction, design, production
- Branding: (guidelines, assets, materials) global audiences, campaign, tradeshow, events, social
- Digital: Social (influencer, promoted, evergreen, profile assets), adaptive web design, video, animations, banner ads, infographics
- Direct and provide feedback to: designers, art directors, animators, photographers, web designers, freelancers, vendors; manage Jr. Designer
- Lead Creative on client accounts & projects: own project vision, briefs, scope/budget, direction, execution, maintain quality and consistency
- Present to: clients, internal teams, vendors; coordinate with clients and in-house teams; collaborate across offices with: account, project managers, and specialties for integrated campaigns and digital projects

Visual Designer (Contract)

Avvo - Seattle, WA

January 2018 - February 2018

Led brand guidelines update including UX asset audit and presentation. Tradeshow booth design for brand campaign. Internal poster campaign concept and design.

- Branding (audit, content layout, documentation), design, and production
- Web design, tradeshow, presentation, direct mail, posters, email, and print



EDUCATION

University of Wisconsin
Whitewater
Spring 2013
Summa Cum Laude (3.8)
BA in Graphic Design
Multimedia Minor



SOFTWARE

Adobe Creative Cloud
(*Indesign, Illustrator, Photoshop, Dreamweaver, Flash*), Mac OS, Keynote, InVision, Google Suite (*Drive, Calendar, Mail, Sheets, Docs, Hangouts, Forms*), Microsoft Office (*Word, PowerPoint, Excel*), Fundamental HTML, CSS, CMS (*Joomla, dotcms*)

EXPERIENCE *(continued)*

Art Director (Contract)

Wunderman: Digital Agency - Seattle, WA

September 2017 - December 2017

Developed concept execution for Xbox's 2017 Year in Review campaign and design for data visualization elements through multiple review rounds. Collaborated with developers to create code-ready SVGs.

- Concepting, art direction, and design
- Email (mobile-first, newsletters, promotional, campaign), social (carousel, canvas, stories, video posts) and adaptive web design
- Adhered to Microsoft and Xbox brand guidelines
- Worked closely with copywriters to unite visual and verbal messaging
- Presented work to Microsoft clients on campus and via Skype

Visual Designer (Contract)

Avvo - Seattle, WA

August 2017 - September 2017

Designed presentation for company-wide state of the union event, tradeshow assets, and social media templates. Concepted bus wrap designs for upcoming brand campaign.

- Concepting, design, illustration, presentation, and production
- Social assets, digital, bus wrap, posters, banners, and print

Senior Visual Designer

Aquent - Seattle, WA

January 2017 - August 2017

Collaborated with marketing team to develop campaign strategies around sales goals. Lead campaign creative concepting and visual direction. Outlined and developed Aquent brand guidelines for brand activation. Developed creative briefs for projects. Researched brand history and identified challenges to prioritize refresh stages.

- Campaign strategy and brand concepting
- Visual brand activation and direction
- Email, print collateral, digital marketing assets, and web design

Art Direction, Design & Illustration

Freelance - Seattle, WA

November 2016 - January 2017

- Designed infographic and optimized for social assets.
- Digital illustration for children's reading app.
- Logo design, brand identity, print and brochure design.



INTERESTS

Painting, Drawing,
Crafting, Longboarding,
Forest Bathing, Mystical,
Anime, Video Games,
Pets, Gardening,
Adornment, Baking,
Traveling, Thrifting

EXPERIENCE *(continued)*

Art Director

Zizzo Group: Engagement Agency - Milwaukee, WI

October 2015 - October 2016

Concepted, art directed, designed, illustrated and production on advertising and marketing campaigns and digital projects. Developed storyboards to accompany scripts and directed animation and video production. Created moodboards for web projects and visual brand direction. Collaborated across departments on integrated campaigns. Art directed and produced an award-winning integrated campaign.

Spearheaded agency-wide re-brand that resulted in a focus on relationships and engagement with clients, their audiences and internally. Organized and lead whiteboard discussions and presented findings to leadership, researched and compiled a competitive audit, assessed potential execution opportunities and developed a brand around the emerged strategy.

- Concepting, art direction, design, illustration, and production
- Out of home, digital, print, web, social assets, video, and branding

Designer (Contract)

Bader Rutter: Marketing Agency - Milwaukee, WI

July 2015 - October 2015

Designed and illustrated infographics, print ads, and brand identity for annual campaign. Directed retouchers for print and billboard campaign. Reviewed video projects and made recommendations. Worked closely with copywriters and production specialists.

- Billboards, direct mail, print, infographics, logo design and branding
- Art Direction, design and illustration

Designer

Hanson Dodge: Advertising Agency - Milwaukee, WI

December 2013 - June 2015

Concepted with creative directors on client campaign themes and visualization. Designed for digital and print billboards, digital ads, print, and responsive and adaptive web design. Developed social templates and collaborated with social content strategists to design social assets for monthly content calendars, social profiles and events. Designed posters for agency events and agency holiday campaign. Art Director and illustrator for consumer-facing merchandise design.

- Campaign concepting, art direction, design, and illustration
- Billboards, print, infographics, posters, social assets, web design
- Logo design, brand identity, and brand guidelines
- Wireframes and user-centered design

Graphic Design Intern

Hanson Dodge: Advertising Agency - Milwaukee, WI

June 2013 - December 2013

Worked under Creative Directors and Art Directors to continue brand design.