



KATIE KAPLAN

SENIOR BRAND & MARKETING DESIGNER | ART DIRECTOR | UX & AI-INFORMED CREATIVE STRATEGY
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SUMMARY

Senior Brand & Visual Designer with 12+ years of experience leading brand identity systems and integrated campaigns across B2B, SaaS, CPG, healthcare, nonprofit, agency and in-house environments. Skilled in translating brand strategy into user-centered digital experiences, using Figma, workflows, UX/UI principles and AI-assisted creative tools to deliver scalable, accessible design across digital and physical touchpoints.

EXPERIENCE

HEAR Scholarship Foundation – Freelance Senior Art Director | June 2025 – Present

- Led visual direction across print, digital and event communications, strengthening brand cohesion and donor clarity.
- Developed creative concepts and layouts translating program data into compelling visual storytelling.
- Improved brand consistency across reports, donor materials and campaigns through a unified design system.
- Created wireframes, user flows and interactive prototypes to clarify digital storytelling and stakeholder alignment.
- Applied UX principles to improve usability, clarity and accessibility across web and digital materials.
- Partnered with stakeholders to align creative execution with strategic and fundraising goals.
- Supported donor engagement tied to \$4.75M+ in committed scholarship funding through campaign-driven design.

Shriners Children's Chicago – Media Specialist/Brand Designer | Sept 2023 – Oct 2025

- Designed brand-aligned creative across digital, print and social platforms contributing to 48.1M users reached and a 25% engagement lift within one year.
- Collaborated with art directors and marketing teams to execute campaigns while refreshing and maintaining brand standards.
- Prepared print and digital production files from beginning to print vendor with strong attention to detail.
- Created and edited photography, video and commercial assets supporting systemwide campaigns.
- Contributed creative to award-winning storytelling recognized with multiple Telly Awards.

HHPLIFT – Freelance Art Director | Feb 2023 – Jan 2025

- Worked on B2B branding and marketing design supporting partnership growth - i.e. print, social media.
- Created digital and print assets aligned with brand identity and campaign objectives.
- Maintained visual consistency across marketing deliverables.
- Executed campaign assets from concept through production under tight deadlines.
- Managed multiple design projects while maintaining quality standards for the target audience.

KRE8IV K8 DESIGNS LLC – Creative Director/Brand Designer | Mar 2007 – Present

- Led brand development projects from concept through final execution for nonprofits, healthcare organizations and small businesses.
- Translated abstract ideas into cohesive visual systems including logos, packaging, websites and campaigns.
- Presented creative concepts and final deliverables to clients and stakeholders.
- Ensured brand consistency across digital, print and marketing touchpoints.
- Managed concurrent projects while meeting deadlines and maintaining creative integrity.

FCB – Freelance Senior Art Director | Oct 2006 – Aug 2014

- Developed creative concepts and layouts for national CPG brands - print, digital and retail campaigns - Kellogg's, Mcd's, Jack Daniels.
- Designed packaging and marketing assets supporting large-scale brand initiatives.
- Maintained brand integrity across multi-channel deliverables.

ARC Worldwide – Freelance Senior Art Director | Jan 2007 – Aug 2015

- Designed packaging and in-store assets increasing shelf presence for consumer brands (CPG) - P&G.
- Supported shopper marketing campaigns from concept through execution.
- Ensured visual consistency across national retail programs.

Upshot – Art Director | Aug 2005 – Sept 2006

- Designed trade show and environmental graphics elevating CPG brand presence at industry events - Disney, P&G, Miller, CoverGirl.
- Produced print and digital production files for global marketing materials.
- Maintained visual standards across product communications.

Shure – Freelance Senior Graphic Designer | 2007 – 2010

- Designed trade show environments elevating product presence at events.
- Produced print and digital collateral supporting product storytelling.
- Ensured visual consistency across global marketing materials.

Horizon Hobby – Art Director | Feb 2004 – July 2005

- Created graphic layouts for trade shows and promotional materials supporting B2B product launches.
- Designed print and digital assets for retail and e-commerce channels.
- Ensured accuracy and attention to detail in production-ready files.

EDUCATION

BRADLEY UNIVERSITY | Bachelor of Arts in Graphic Design

CERTIFICATIONS

- IBM Design Thinking Practitioner (AI) Google

Google

- Google UX Design Professional Certificate (v3)
- Generative AI: Generate Smarter Outputs — Professional Certificate
- Build Dynamic User Interfaces (UI) for Websites
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define & Ideate
- Build Wireframes & Low-Fidelity Prototypes
- Conduct UX Research & Test Early Concepts
- Create High-Fidelity Designs & Prototypes in Figma
- Design a User Experience for Social Good

SKILLS & TOOLS

Creative Leadership & Collaboration

- Creative Leadership
- Art Direction
- Mentorship
- Cross-Functional Collaboration
- Stakeholder Communication
- Project Oversight
- Deadline Management
- Creative Quality Control

Brand Strategy & Design Excellence

- Brand Strategy
- Visual Identity Systems
- Brand Storytelling
- Campaign Leadership
- Concept Development
- Creative Direction
- Design Systems
- Packaging Design
- Brand Consistency
- Presentation & Client Review

UX / UI & Digital Experience Design

- Brand-led, human-centered UX/UI
- Wireframing & Rapid Prototyping (Figma)
- User Flows & Journey Mapping
- Responsive Web & Mobile Design
- Accessibility-aware Design (WCAG fundamentals)
- Conversion-focused Design (CRO-informed)
- Design thinking (IBM)
- UX research & early testing
- Insight-driven iteration

Design & Prototyping Tools

- Figma (UI design, components, prototyping, design systems)
- FigJam
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects)
- Canva

AI & Emerging Creative Tools

- Generative AI for Design & Marketing
- AI Prompt Engineering
- AI-assisted Creative Workflows
- Creative Automation & Efficiency Optimization
- ChatGPT
- Adobe Firefly
- Canva Magic Studio
- Gemini

Project Management & Collaboration Platforms

- Asana
- Monday
- Basecamp
- Trello
- Slack
- Microsoft Teams
- Google Workspace
- Mural

Web, E-commerce & Marketing Platforms

- Wix
- Shopify
- WordPress
- Constant Contact
- Klaviyo
- Bloomerang

COMMUNITY INVOLVEMENT

Make-A-Wish Foundation

Bravo Performing Arts

Oak Park Women's Guild

Lifespan Counseling

Habitat For Humanity

New Mom

RefugeeOne

KEY ACCOMPLISHMENTS

- Designed creative contributing to 48M+ users reached and 76M+ impressions and a 25% increase in engagement across Shriners Children's platforms.
- Supported nonprofit storytelling for programs backed by 1.4M+ donors and \$546M+ raised in 2023.
- Led brand refresh and visual storytelling for a scholarship program serving 82 scholars, 138 mentors and 700+ applicants each year.
- Recognized for creative contributions to video campaigns that earned 4 Telly Awards.
- Known for meeting deadlines and managing multiple design projects across digital, print and social channels.