


KATIE KAPLAN

GRAPHIC DESIGNER

<https://linkedin.com/in/kre8ivk8e>

 katie@kre8ivk8designs.com

 Chicago, Illinois

 708.796.0696

ABOUT ME

With over 15 years of experience in the design industry. I have cultivated a diverse skillset in marketing, advertising and healthcare. My expertise lies in conceptualizing and executing designs for various campaigns, both freelance and in-house. I have collaborated with both small startups and large advertising agencies.

I am proficient in using Adobe Creative Suite and Microsoft Office (Illustrator, Photoshop, InDesign, Powerpoint, i.e.) and have extensive experience in developing brand identities. My focus is on achieving consistency, precision, innovation and timelessness creativity in my graphics and photography.

EDUCATION

BRADLEY UNIVERSITY 1997 – 2001
Bachelor of Arts in Graphic Design

VOLUNTEER

MAKE-A-WISH FOUNDATION Wish Granter/Designer GLASSER PRESCHOOL Board Member/Designer

BRAVO PERFORMING ARTS Board Member/Designer HABITAT FOR HUMANITY Builder

OAK PARK WOMEN'S GUILD Member/Designer NEW MOMS Babysitter/Trainer

THE GENEVA FOUNDATION Art Director OAK PARK PEDIATRICS Designer

LIFESPAN COUNSELING Designer HEAR SCHOLARSHIP FOUNDATION Designer

INTERESTS



Photography

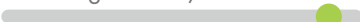




Travel



Volunteering

SKILLS

- Adobe Creative Suite 
- Google Suite/PowerPoint 
- Microsoft Office 
- Typography 
- Branding 
- Project Management 
- Digital Marketing 
- Photo Direction 
- Creative Solutions 

WORK EXPERIENCE

- **KRE8IV K8 DESIGNS LLC** | Owner/Designer | **Mar 2007 – Current**
 - Craft logos, brochures, business cards, social media graphics and websites using Adobe Creative Suite tools.
 - Oversaw budget planning and allocation for projects.
 - Manage the design process through consistent communication with all involved parties.
 - Consistently enhance skills through professional development opportunities.
 - Streamlined implementation of cohesive branding standards and guidelines.
 - Overhaul team dynamics to enhance production timelines.
- **SHRINERS CHICAGO** | Media Specialist | **Sept 2023 – Current**
 - Boost brand presence by creating strategic social media campaigns, brochures, ads and signage. Continued consistency with branding guidelines.
- **HHPLIFT** | Creative Director | **Feb 2023 – Jan 2025**
 - Managed and designed projects related to photo editing and branding for catalogs, ads and social media marketing.
- **FCB** | Senior Art Director (Freelance) | **Oct 2006 – Aug 2014**
 - Produced engaging advertisements to drive audience engagement for Kelloggs, Jack Daniels and McDonalds.
- **ARC** | Senior Art Director (Freelance) | **Jan 2007 – Aug 2015**
 - Created diverse packaging layouts to enhance product appeal.
 - Strategically managed and designed promotional campaigns to elevate product awareness for CoverGirl products.
 - Crafted strategic marketing content for ad campaigns, aligning with P&G brand guidelines.

more experience: UPSHOT, IMS, HORIZON HOBBY