



KATIE KAPLAN | SENIOR BRAND & MARKETING DESIGNER | ART DIRECTOR
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SUMMARY

Senior Brand & Marketing Designer and Art Director with **12+ years of experience leading integrated campaigns, brand systems and digital experiences across nonprofit, healthcare, B2B and consumer sectors.** Known for translating strategy into high-impact creative that has reached 48M+ users, driven 76M+ impressions and increased engagement by 25%+. Combines art direction, UX-informed design and AI-assisted workflows to deliver scalable, conversion-focused solutions.

SELECTED IMPACT

- Reached 48M+ users and drove 76M+ impressions across integrated campaigns
- Increased engagement by 25%+ across digital and social platforms
- Supported storytelling for programs backed by 1.4M+ donors and \$546M+ raised
- Contributed to award-winning campaigns recognized with multiple Telly Awards
- Led brand storytelling initiatives supporting \$4.75M+ in scholarship funding

CORE SKILLS

Creative Leadership & Strategy | Art Direction • Brand Strategy • Campaign Development • Concept Development • Creative Direction • Cross-Functional Collaboration • Stakeholder Presentations

Design & Marketing Skills | Graphic Design • Digital Design • Brand Identity • Typography • Layout & Composition • Visual Storytelling • Design Principles • Campaign Development • Digital Marketing • Conversion-Focused Design • Identity Systems • Campaign Execution • Packaging Presentation Design • Design Systems

UX/UI & Digital Experience | Wireframing • User Flows • Rapid Prototyping (Figma) • Responsive Design • Accessibility (WCAG fundamentals) • CRO-informed Design

Tools & Platforms | Figma • Adobe Creative Cloud • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • After Effects • Canva • FigJam • Shopify • WordPress • Wix • Klaviyo • Constant Contact • Bloomerang • GiveSmart • Google Analytics

Collaboration & Project Management | Asana • Monday.com • Basecamp • Trello • Slack • Microsoft Teams • Jira

AI & Workflow Optimization | ChatGPT • Adobe Firefly • Canva Magic Studio • AI-assisted creative workflows • Prompt engineering

Additional | Motion Graphics • AI Image Generation • Content Creation • Project Management • Organizational Skills • Ability to Work Independently

PROFESSIONAL EXPERIENCE

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

- Lead visual direction across print, digital and event communications, strengthening brand cohesion and donor clarity
- Translate complex program data into compelling visual storytelling to support fundraising and stakeholder engagement
- Develop and implement a cohesive design system improving consistency across donor materials, reports and campaigns
- Apply UX principles, wireframes and user flows to improve usability and accessibility across digital experiences
- Partner directly with stakeholders to align creative execution with strategic and fundraising goals
- Contribute to donor engagement supporting \$4.75M+ in committed scholarship funding
- Own creative execution from concept through delivery, aligning design with campaign goals and stakeholder expectations
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop digital and print assets, including marketing campaigns, social content and branded materials.

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

- Led design and execution of integrated campaigns across digital, print and social, contributing to 48.1M+ users reached and a 25%+ in engagement growth
- Collaborated cross-functionally with marketing teams and department heads to execute campaign execution
- Produced high-quality visual assets from concept through final production across multiple channels
- Created visual content including photography, video and campaign assets supporting systemwide initiatives
- Contributed to award-winning storytelling recognized with multiple Telly Awards
- Applied strong typography, color theory and layout principles to ensure cohesive, on-brand design systems
- Designed donor-facing materials and event assets supporting fundraising initiatives, including use of platforms such as GiveSmart
- Basic video editing and motion graphics using After Effects

HHPLIFT – Freelance Art Director | Feb 2023 – Jan 2025

- Supported B2B branding and marketing initiatives through multi-channel campaign design
- Created digital and print assets aligned with brand identity and strategic campaign goals
- Maintained visual consistency across deliverables while executing under tight timelines
- Managed multiple concurrent projects independently, ensuring quality and on-time delivery

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

- Serve as lead creative partner for nonprofits, healthcare organizations and small businesses
- Lead brand development from concept through execution including identity systems, campaigns, packaging and websites
- Translate business and brand goals into cohesive, scalable visual systems
- Present and guide creative concepts with clients and stakeholders through final delivery
- Manage multiple concurrent projects independently, balancing timelines, priorities and creative quality
- Lead brainstorming sessions and drive concept development for integrated campaigns

EARLIER EXPERIENCE

Art Director and Senior Designer roles across agency and CPG brands including P&G, Kellogg's, McDonald's, Disney and Shure.

- Focused on packaging, retail campaigns, trade show environments and integrated marketing design.
- Experience working both agency-side and client-side with cross-functional teams.

EDUCATION

BRADLEY UNIVERSITY | Bachelor of Arts in Graphic Design

CERTIFICATIONS

- IBM Design Thinking Practitioner (AI)
- Google UX Design Professional Certificate
- Generative AI & UX/UI Coursework (Google + Professional Certificates)

COMMUNITY INVOLVEMENT

Make-A-Wish Foundation • Habitat for Humanity • RefugeeOne • New Moms • LifeSpan Counseling