

KATIE KAPLAN | SENIOR BRAND DESIGNER • ART DIRECTOR • CREATIVE OPERATIONS

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14+ YEARS EXPERIENCE | 48M+ CAMPAIGN REACH | 25% ENGAGEMENT GROWTH | 150+ CLINIC LOCATIONS

Strategic Senior Brand Designer and Art Director with 14+ years of experience developing integrated campaigns, scalable brand systems and high-impact creative for global brands, healthcare organizations, nonprofits and emerging businesses. Skilled in creative leadership, brand governance, design systems and creative operations, with a focus on building repeatable workflows, templates and documentation that improve consistency, accessibility and speed to market.

CORE SKILLS

Art Direction • Creative Strategy • Brand Strategy • Brand Development • Integrated Campaigns • Visual Identity Systems • Design Systems • Creative Operations • Cross-Functional Leadership • Stakeholder Management • Project Management • Design QA • Typography & Layout • Presentation & Pitch Deck Design • Email Design • Social & Digital Design • Motion Graphics • Video Editing • Photo Retouching • Print Production • Packaging • Environmental & Experiential Graphics • UX/UI • WCAG Accessibility

PROFESSIONAL EXPERIENCE

MEDULLA, LLC / CHIRO ONE | Senior Visual Designer | May 2026 – Present

- Design and produce creative assets and integrated marketing materials across 150+ healthcare clinic locations, including advertising, recruitment campaigns, clinic branding, organic social media, brochures, environmental graphics, video and digital content.
- Manage and mentor a team of 4, providing creative guidance and workflow support to ensure consistent, high-quality output.
- Create systems, templates and production workflows that streamline design and content processes and improve brand consistency across marketing, social, web, recruitment and clinical teams.
- Apply WCAG accessibility principles to digital and web-based creative and use AI-assisted tools to support creative development, research, content production and workflow automation.
- Support the Brand Ambassador content program and contribute to website redesign and answer engine optimization initiatives, improving content structure, accessibility, user experience and QA processes.

SHRINERS CHILDREN'S CHICAGO | Media Specialist / Brand Designer | September 2023 – October 2025

- Led integrated marketing campaigns across digital, social, print, video, events, fundraising and internal communications, reaching 48M+ users and increasing engagement by 25%.
- Translated complex healthcare information into clear, compassionate and accessible visual storytelling in collaboration with marketing, clinical, photography and video teams.
- Designed campaign concepts, digital content, social graphics, event materials, publications, presentations and signage; created reusable templates and visual systems that improved brand consistency and production efficiency.
- Supported award-winning video and storytelling initiatives recognized with multiple Telly Awards.

KRE8IV K8 DESIGNS LLC | Founder / Creative Director | 2015 – Present

Concurrent Creative Consultancy

- Founded and manage a full-service creative consultancy providing brand strategy, visual identity development, website design, digital marketing, print campaigns and creative direction for healthcare organizations, nonprofits, startups and small businesses.
- Develop scalable brand systems including logos, visual identities, style guides, reusable templates, digital assets, websites and marketing collateral.
- Lead client discovery, creative strategy, concept development, project planning, design production, vendor coordination and final delivery.
- Build accessible, user-centered websites and communication materials that support business growth, fundraising and brand awareness.

SENIOR BRAND DESIGNER / ART DIRECTOR

ARC WORLDWIDE • DRAFT • UPSHOT • OTHER AGENCY PARTNERS | Senior Art Director / Art Director | 2005 – 2015

- Developed and directed integrated marketing campaigns across retail, shopper marketing, packaging, digital, experiential, promotional and environmental channels for Fortune 500 brands including Disney, McDonald's, Kellogg's, Procter & Gamble, Jack Daniel's, Shure, Miller, Horizon Hobby, Mickey's and Pilsner Urquell.
- Art directed photography, packaging, retail displays, promotional programs and digital advertising from initial concept through final production.
- Partnered with account teams, strategists, copywriters, designers, photographers and production teams to deliver cohesive campaign experiences and present concepts to agency leadership and national brand clients.

TECHNOLOGY

Design: Adobe Creative Cloud (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Adobe Premiere Pro, Acrobat, Lightroom, Firefly) • Figma • FigJam • Canva

Web & CMS: WordPress • Shopify • Wix • Squarespace

Collaboration: Asana • Monday.com • Jira • Trello • Basecamp • Slack • Microsoft Teams • Miro • SharePoint • OneDrive • Google Workspace • Microsoft 365

Marketing & Analytics: Meta Business Suite • Hootsuite • Google Analytics • Google Search Console • YouTube Studio

AI & Automation: ChatGPT • Google Gemini • Claude • Adobe Firefly • Prompt Engineering • AI-Assisted Research • Workflow Automation • AI Image & Video Generation

NONPROFIT LEADERSHIP & COMMUNITY DESIGN

HEAR Scholarship Foundation | Brand Strategy & Creative Direction | Ongoing

- Develop brand identity, social media content, catalogs, event invitations and auction materials supporting fundraising and community engagement, associated with more than \$4.75 million in scholarship funding.

HHPLIFT | Marketing Design & Photo Editing | Ongoing

- Design catalogs and marketing materials, including photo editing and retouching, supporting brand presentation and B2B marketing initiatives.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Graphic Design — Bradley University

IBM Design Thinking Practitioner • Google UX Design Professional Certificate • Additional development in WCAG Accessibility, Generative AI, Figma, Design Systems, AEO, Content Strategy and Emerging Creative Technologies

COMMUNITY INVOLVEMENT

Make-A-Wish Foundation • Habitat for Humanity • RefugeeOne • New Moms • LifeSpan Counseling • Oak Park Women's Guild • Bravo Performing Arts • Oak Park Pediatrics • Homeless Entrepreneurs