KATHERINE (KATIE) KAPLAN

SENIOR GRAPHIC DESIGNER / ART DIRECTOR / BRAND DESIGN

Chicago, IL · Remote 708.800.2833 katie@kre8ivk8designs.com
Portfolio: https://kre8ivk8designs.com **LinkedIn:** https://www.linkedin.com/in/kre8ivk8e

PROFILE

Ideas that hold together, from concept to production.

Senior designer and art director with 20+ years of agency, in-house and freelance experience. Build brands, integrated campaigns and event environments; lead creative from concept through production with marketing teams, boards, owners, freelancers and vendors.

48M+
Reported reach · Shriners campaigns

$1.7M
Navy Pier gala raised · ~700 guests

150+
Clinics in Chiro One's network

Expertise: Brand identity & rebranding / Creative direction & leadership / Integrated marketing / Social & digital / Experiential & event design / Production

SELECTED EXPERIENCE

NAVY PIER · Nonprofit — Sep 2026–Present
Freelance Senior Graphic Designer / Art Director · Experiential & Event Design
Created cohesive branding for the ExPIERience Gala (program, signage, sponsor assets, bar graphics, stair wrap, digital screens) and promotional design for First Responders, Halloween and Winter WonderFest. Collaborated with event teams, board stakeholders and vendors.

HEAR SCHOLARSHIP FOUNDATION · Nonprofit — Jun 2025–Present
Freelance Senior Art Director
Lead visual identity and creative for fundraising events, annual reports, sponsorship packets, donor materials and social campaigns; partner with the board and vendors to deliver consistent design.

MEDULLA / CHIRO ONE WELLNESS CENTERS · Healthcare — May 2026–Oct 2026
Contract Visual Designer, Organic Social
Coordinated designers, freelancers and copywriters; managed social strategy, content, scheduling and analytics using Meta Business Suite and Hootsuite across 150+ clinics.

SHRINERS CHILDREN'S CHICAGO · Healthcare Nonprofit — Sep 2023–Oct 2025
Media Specialist / Brand Designer (Part-Time)
Led a hospital-wide visual rebrand and cross-department brand templates; designed campaign, social, patient and event communications. Supported campaigns reporting 48M+ reach and 25% engagement growth and Telly Award-recognized work.

KRE8IV K8 DESIGNS LLC — Mar 2007–Present
Founder / Creative Director (Freelance)
Lead branding, campaigns, websites, packaging and event design from strategy through delivery; manage clients, stakeholders, freelancers and production vendors.

HHPLIFT · Mission-Driven Organization — Feb 2023–Jan 2025
Freelance Art Director
Designed B2B catalogs and marketing assets with detailed photo editing, retouching, editorial layout and print production.

FCB / ARC WORLDWIDE / UPSHOT / DRAFT · Agency — 2005–2015
Art Director / Freelance Senior Art Director
Developed retail, shopper, packaging and integrated brand campaigns for Disney, McDonald's, Kellogg's, P&G, Shure and other national brands.

HORIZON HOBBY — Feb 2004–Jul 2005
Art Director
Designed packaging, trade show graphics and promotional creative for consumer product launches.

TOOLS & PLATFORMS

Design & presentation
Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Lightroom, Canva, Figma / FigJam, PowerPoint, Google Slides

Video & AI creative
Adobe Premiere Pro, Adobe After Effects; commercial production & editing; ChatGPT, Claude, Gemini, Firefly, Canva Magic Studio

Web, social & analytics
WordPress, Shopify, Wix, Squarespace, Meta Business Suite, Hootsuite, Google Analytics, Klaviyo, Constant Contact

CRM, fundraising & project management
Salesforce (CRM / in-platform design), Bloomerang, GiveSmart, Asana, Monday.com, Basecamp, Trello, Jira, Slack, Teams, Mural

EDUCATION & CERTIFICATIONS

BA, Graphic Design · Bradley University · Google UX Design Professional Certificate · IBM Design Thinking Practitioner

COMMUNITY

Make-A-Wish · Habitat for Humanity · RefugeeOne · New Moms · LifeSpan Counseling · Oak Park Pediatrics