

KATIE WASZ

ART DIRECTOR

Vibrant and versatile Art Director who's captained by the 'why,' energized by the 'how,' and inspired by the 'what if.' I know teamwork really does make the dream work – and I like to dream big. The kind of big that makes memorable work, happy bosses, and agencies standout. I thrive in fast-paced chaos and am always ready to buckle in and ride any creative rollercoaster – hands up, no screaming.

CONTACT

KATIEWASZ.COM

Check out my portfolio

KATIEWASZ@GMAIL.COM

Send me an email, lets chat

EDUCATION

XAVIER UNIVERSITY

B.A. Advertising & Liberal Arts, 2017 - Cincinnati, OH

CHICAGO PORTFOLIO SCHOOL

Art Direction Program, 2019 - Chicago, IL

CALIFORNIA INSTITUTE OF THE ARTS

Graphic Design Certificate, In Progress - Online

SKILLS

AI UTILIZATION & GENERATIVE TOOLS

As a sidekick, not a shortcut

ADOBE CREATIVE CLOUD WIZARDRY

Photoshop, Illustrator, Indesign, After Effects

CONCEPTUAL THINKING

Turning insights into "ohhh yeah" moments

BIG-IDEA DEVELOPMENT

Giant whiteboard enthusiast

FEEDBACK & REVISIONS

Well-versed in the sacred ritual of "one more tweak"

CREATIVE PROBLEM-SOLVING

Undeclared against IKEA instructions

EXPERIENTIAL DESIGN & FRAMEWORK

Designing a feeling, not just a look

LIFESTYLE BRANDING

a.k.a. vibe curation

DECK BUILDING

Because half of creative is selling the idea

SENIOR ART DIRECTOR • Doe Anderson • Louisville, KY (Remote) • 2025

Spent 2 months freelancing across multiple work streams, driving an AI-first campaign that elevated a legacy brand's premium offering for an upscale B2C audience. Built comprehensive brand guidelines and developed future-focused OOH + social platforms for a tourism brand. Translated complex communications into clear concepts, messaging, and digital assets for an energy-sector client.

LG&E • KENTUCKY DERBY MUSEUM • ROOT-ROOTER

ART DIRECTOR • FCB • Chicago, IL • 2023-2025

Delivered B2B creative across multiple units, assisting with the visual overhaul of defense marketing, shaping design/strategy for two sponsorship activations, and developing digital and social materials for commercial campaigns. Contributed to pitches, brand platform refreshes, and mentored junior talent. Integrated pharma products into a cohesive portfolio and activated multi-channel messaging across web, social, digital, and email. Drove proactive, award-focused ideas for brands.

BOEING • PFIZER'S WOMEN HEALTH PORTFOLIO • BRITA • NEXTERA ENERGY • JACK DANIELS • ZALES

ART DIRECTOR • Havas Health • Chicago, IL • 2023

Supported campaigns from concept through pre-production, partnering with production and internal teams to ensure deliverable accuracy, visual cohesion, and file integrity across print + digital outputs. Presented direction and rationale to client and internal stakeholders.

ART DIRECTOR • The Marketing Arm • Chicago, IL • 2021 - 2022

Collaborated on social, shopper, digital, and experiential creative, developing partnership activations for major sports leagues including College Football and NASCAR. Led concept development aligned to client marketing objectives, exploring multiple creative approaches based on brand needs, audience insights, and competitive landscape. Participated in the production process, overseeing pre-production and file readiness for digital and experiential activations.

GOODYEAR • PERNOD RICARD • NISSAN • PEARLE VISION • STATE FARM • AMERICAN AIRLINES

CREATIVE LEAD Paca's Apparel • Chicago, IL • 2021

Sole in-house creative lead for a DTC e-commerce brand specializing in luxury alpaca goods. Led creative direction and designed product merchandise—selecting materials, colorways, and packaging—alongside brand identity, digital design, email, and social content. Partnered with the CEO to refine concepts and ensure alignment with business goals.

GRAPHIC DESIGNER • Ryerson Steel, Chicago, IL 2021

Freelance creative responsible for concept, design, and UI for a recruitment website, plus tagline and messaging for a department logo design project.

ART DIRECTOR INTERN • The Escape Pod • Chicago • 2019

Contributed to a range of campaigns, creative briefs, and company pitches. Led visual and strategic development for an experiential booth at ComplexCon from strategic alignment and brand identity through social + web assets, event framework, installation design, and final case study.

GUN SHARE PROGRAM • FIREBALL WHISKEY • MERRICK PET FOOD • LIL' GOURMETS • ESCAPE POD SOCIAL