

Katie Wasz

Art Director

Insightful, strategic, and adaptive Art Director with a passion for art and psychology. Looking to grow, learn, and collaborate with other creatives while creating some kick-ass award-winning work.

Contact

KATIEWASZ@GMAIL.COM
CHICAGO, IL
502.640.4016

Education

CHICAGO PORTFOLIO SCHOOL

Chicago IL, 2019
Art Direction

XAVIER UNIVERSITY

Cincinnati OH, 2017
BA Advertising & Communications

Skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Random facts about the universe
Pogo Sticking
Optimism

Experience

Social Media
Shopper
Experiential
Corporate Sponsorship
Website Design UX/UI
Packaging Design
Merchandising
Brand identity and messaging
Product Development

Art Director

H4B Chelsea, 2023, Chicago, IL

Collaborated with copy to develop print and digital creative aimed at educating our target market on complex information in various visual formats. Assisted with the strategic and visual development of campaigns that push creative boundaries when launching new products. Developed incredible attention to detail, organization skills, and communication skills to thrive in a complex, fast pace environment.

Art Director

The Marketing Arm, 2021, Chicago, IL

Helped concept and design creative across social, shopper, digital and experiential. Developed programs for partnerships and activations as a corporate sponsor with major sports leagues like College Football and NASCAR.

Goodyear (Goodyear Cotton Bowl - Goodyear 400) Absolut Vodka Nissan State Farm
Jack Daniels Pearle Vision Reb Breast Whiskey American Airlines Nissan

Art Director - Creative Director

Paca's Apparel, 2021, Freelance

Creative lead (only creative) at a very small start-up (5 people) marketing luxury socks made from alpaca fiber. Managed design, copy, and merchandise, with an extensive range of creative responsibilities. (see experience) Retained an absurd number of fancy socks. Recruiters, let's make a trade.

Freelance Art Director - Designer

Ryerson Steel, 2021, Freelance

Designed three separate freelance projects 1: Interactive digital recruitment brochure design and user interface. 2: Created the concept copy and design for a company/department logo. 3: Company calendar.

Associate Art Director

The Escape Pod 2019, Chicago, IL

Worked on a variety of campaigns, creative briefs, company pitches, and agency projects. Assisted with the design and brand positioning for new companies and aspiring products. Wore lots of extravagant hats.

Gun Share Program Fireball Whiskey Merrick Pet Food Zukes Pet Food
Lil' Gourmets Escape Pod Social

Art Director Intern

The Escape Pod 2019, Chicago, IL

Led conference and expo event from concept to execution, focusing on gun reform through a satirical booth promoting a National Gun Share Program Created website, design, merchandise, brand identity, & event framework.