

KATIE WASZ

AN ART DIRECTOR who is obsessed with the “why,” energized by the “how,” and always chasing 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 stand out. I thrive in fast-paced chaos and am always ready to buckle in and ride any creative rollercoaster – hands up, no screaming.

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 • Online

SKILLS

CLIENT-FOCUSED CREATIVE

Always connect to the creative brief and client goals.

AI UTILIZATION & GENERATIVE TOOLS

As a sidekick, not a shortcut

ADOBE CREATIVE CLOUD WIZARDRY

Photoshop, Illustrator, InDesign, After Effects

CONCEPT DEVELOPMENT

Following the “what if?” into something real

CAMPAIGN DEVELOPMENT

Giant whiteboard enthusiast

FEEDBACK & REVISIONS

Well-versed in the sacred ritual of “one more tweak”

CREATIVE PROBLEM-SOLVING

Undeclared against IKEA instructions

SOCIAL & CULTURAL THINKING

Turning trends into meaningful ideas

DECK BUILDING & PRESENTING

Because half of creative is selling the idea

SENIOR ART DIRECTOR • Doe Anderson • Remote - Freelance • 2025

Developed AI-powered campaign creative for a category expansion, introducing a premium visual framework tailored to a new target audience. Designed brand guidelines for implementation across social, digital, and OOH. Translated complex communications into clear concepts, messaging, and digital assets to achieve business objectives.

LG&E • KENTUCKY DERBY MUSEUM • ROTO-ROOTER

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

Unified four distinct brands into a cohesive product portfolio, modernizing messaging and customer experience through collaboration across strategy, web development, and production. Led experiential activations and digital creative spanning multiple business units, balancing stakeholder needs with rigorous brand standards. Presented work to clients and leadership while contributing to new business, proactive award ideas, and brand platform development.

BOEING • PFIZER PORTFOLIO • BRITA • NEXTERA ENERGY • JACK DANIELS • ZALES

ART DIRECTOR • Havas Health • Chicago, IL • 2023

Created integrated healthcare marketing and experiential event creative, collaborating on the development of a medical conference from branding and messaging through environmental design and entertainment experiences.

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

Developed both consumer-facing and internal creative initiatives, bringing ideas to life across multiple audiences and channels. Created social, shopper, digital, and experiential campaigns supporting major brand partnerships and activations.

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

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

Partnered directly with the CEO to align creative strategy with business goals for a luxury DTC startup brand, leading visual identity, digital marketing, photoshoots, and merchandise design.

GRAPHIC DESIGNER • Ryerson Steel, Chicago, IL 2021

Led concept, design, and UI for a recruitment website focused on clear communication and user experience. Designed new department logo.

ART DIRECTOR INTERN • The Escape Pod • Chicago • 2019

Led an experiential booth at ComplexCon from concept through execution, including brand identity, casting, booth design, social and web assets, on-site support, and final case study development.

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