

Katie Wasz

Focused, fun, and fearless Art Director with major “what time is it? Game time! HOOT!” energy. Powered by optimism, espresso, and an endless drive to learn and grow. Raised to be kind, give it my all, and play as a team. I’m all about bringing good vibes, strategic thinking, and award-winning ideas to every project and team I work with. Excited to collaborate, ready to lead, and determined to make my bosses and agency look good.

Education

CHICAGO PORTFOLIO SCHOOL

Chicago IL, 2019

Art Direction

XAVIER UNIVERSITY

Cincinnati OH, 2017

BA Advertising & Communications

Skills

- AI Utilization
- Adobe Creative Cloud
- Research
- Creative writing/poetry
- Proactive thinking
- Problem solving (nickname: Macgyver)
- Random facts about the universe
- Pogo Sticking
- Thriving in chaos

Experience

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

Art Director

FCB CHICAGO, 2023-2025, CHICAGO, IL

Oversaw production of digital and print assets across multiple business divisions, ensuring consistent, high-quality deliverables. Designed and executed successful brand activations for major sponsorship events, including the Invictus Games. Contributed to high-profile pitches and mentored junior creatives. Helped develop new brand guidelines and platforms, refreshing creative across digital, social, and traditional media. Proactively crafted award-winning ideas to drive brand growth and agency recognition. Played a key role in consolidating a product portfolio to launch a multi-channel campaign featuring a new website, complex CRM emails, and adaptive brand messaging for a seamless brand experience.

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

Art Director

HAVAS HEALTH, 2023, CHICAGO, IL

Partnered with cross-functional teams to align design with marketing goals and simplify complex information into engaging visuals. Led the creative vision for a medical conference, overseeing design, entertainment, and theme. Developed email campaigns and supported product launches, ensuring consistent brand execution across channels. Excelled in a fast-paced environment, honing attention to detail, organization, and communication skills.

Art Director

THE MARKETING ARM, 2021-2022, CHICAGO/DALLAS

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. Ensured brand consistency across all touchpoints while collaborating closely with copywriters, strategists, and production teams to bring ideas to life. Balanced strong visual storytelling with business objectives, guiding projects from concept to final execution.

GOODYEAR • ABSOLUTE • NISSAN • PEARLE VISION • RED BREAST WHISKEY • STATE FARM • AMERICAN AIRLINES

Creative Lead

PACA'S APPAREL, 2021, FREELANCE

Sole creative at a very small startup specializing in luxury alpaca products, primarily socks. Led the creative direction for brand image, merchandise, email campaigns, and messaging, ensuring a cohesive and compelling identity. Managed a wide range of responsibilities requiring adaptability, research, and creative problem-solving.

Designer

RYERSON STEEL, 2021, FREELANCE

Delivered three separate freelance projects 1: The concept, design, and user interface for an interactive digital recruitment brochure 2: Created the design, tagline and messaging for a department logo. 3: Company calendar. Conducted market research to inform design decisions and push creative standards within the industry.

Intern - Associate Art Director

THE ESCAPE POD 2019, CHICAGO, IL

Worked on a variety of campaigns, creative briefs, company pitches, and agency projects. Intern project was leading an experiential booth at ComplexCon from concept to execution, requiring an innovative brand identity, social presence, website, merchandise, event framework, and case study.

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