

KATIE WASZ

AN ART DIRECTOR who is obsessed with the “why,” energized by the “how,” and always chasing the “what if.” I love creating work that feels thoughtful, culturally relevant, and worth talking about – whether that’s social content, integrated campaigns, or ideas that start as scribbles on a whiteboard and grow into something bigger. I thrive in fast-paced environments where curiosity, collaboration, and good ideas move quickly.

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

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

Undefeated against IKEA instructions

EXPERIENTIAL DESIGN & FRAMEWORK

Designing a feeling, not just a look

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

Led a GenAI-driven campaign reimagining a legacy brand for a new audience across social, digital, and OOH. Built scalable brand systems and developed visual platforms translating complex ideas into engaging creative.

LG&E • KENTUCKY DERBY MUSEUM • ROOT-ROOTER

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

Translated consumer insights into integrated campaigns across social, digital, email, and web. Unified four distinct brands into a new portfolio ecosystem built from the ground up. Developed concepts, presented creative work to stakeholders, mentored junior creatives, and contributed to production, pitches, and brand platform development.

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

ART DIRECTOR • Havas Health • Chicago, IL • 2023

Developed visual concepts and campaign materials across healthcare communications, turning complex information into clear, engaging storytelling while maintaining brand consistency.

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

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

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

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

Sole in-house creative for a luxury DTC brand, shaping visual identity and creating digital, email, and social content aligned with brand and business goals. Led photoshoots and creative support for ecommerce and merchandise needs, ensuring a cohesive product presentation across channels.

GRAPHIC DESIGNER • Ryerson Steel, Chicago, IL 2021

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

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