

KATIE WASZ

ABOUT

Art Director with 7+ years of experience bringing ideas to life across integrated campaigns, social, and brand experiences for consumer, lifestyle, and B2B brands. I love digging into the "why," shaping concepts, and turning them into thoughtful work people actually want to engage with. From first spark through final execution, I enjoy collaborating with teams to make the work stronger.

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EDUCATION

XAVIER UNIVERSITY

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

CHICAGO PORTFOLIO SCHOOL

Art Direction Program, 2019 - Chicago, IL

SKILLS

BRAND SYSTEMS & VISUAL IDENTITY

Scalable design systems and cohesive brand execution

EXPERIENTIAL DESIGN & FRAMEWORK

Designing a feeling, not just a look

CONCEPTUAL THINKING

Turning insights into "ohhh yeah" moments

CROSS-FUNCTIONAL COLLABORATION

Partnering with marketing, product, and creative teams

VISUAL STORYTELLING

Concept development and brand narratives

AI UTILIZATION & GENERATIVE TOOLS

As a sidekick, not a shortcut

TOOLS WIZARDRY

Adobe Creative Cloud wizardry, Figma proficiency

CONSUMER JOURNEY

To places they actually want to be

SENIOR ART DIRECTOR • ABELSONTAYLOR • 2026

Freelance. Led conceptual development for pitches and existing campaigns, creating key visuals, storyboards, and animation concepts through research, collaboration, and refinement.

SENIOR ART DIRECTOR • DOE ANDERSON • 2025

Led integrated campaign development across social, OOH, and digital channels. Developed scalable brand systems and visual concepts while translating complex messaging into engaging campaign assets.

LG&E • KENTUCKY DERBY MUSEUM • ROOT-ROOTER • FRANCISCAN HEALTH

ART DIRECTOR • FCB Chicago • 2023-2025

Developed integrated B2B events and experiences across Boeing's ERGs, major sponsorships with Invictus Games, and military technology trade exhibitions. Created concepts, engagement activities, event footprints, and large-format assets while partnering with production through execution. Also unified four brands into a cohesive visual system across digital, social, email, and web. Contributed to brand refreshes and new business pitches while mentoring junior creatives and presenting creative direction to stakeholders.

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

ART DIRECTOR • Havas Health • 2023

Worked on and designed digital and print assets including emails, launch materials, and conference collateral, translating complex information into clear visual communications while maintaining accuracy and brand standards.

ART DIRECTOR • The Marketing Arm • 2021 - 2022

Developed cross-channel creative spanning social, digital, shopper marketing, and experiential activations. Contributed to partnership campaigns with major sports leagues, translating sponsorship strategies into engaging brand experiences. Oversaw cross-functional collaboration to ensure visual consistency across campaign touchpoints and support experiential activations driving brand engagement.

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

CREATIVE LEAD Paca's Apparel • 2021

Freelance. Sole creative lead for a luxury DTC apparel brand, leading art direction across brand, e-commerce, and marketing. Developed visual identity and seasonal campaigns while creating storytelling across digital and social channels.

GRAPHIC DESIGNER • Ryerson Steel • 2021

Freelance. Led concept, design, and UI for a recruitment website, focusing on clear communication and user-friendly design.

ART DIRECTOR INTERN • The Escape Pod • 2019

Led visual development for an experiential booth at ComplexCon, designing brand identity and supporting digital assets to create a cohesive and immersive brand experience.

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