

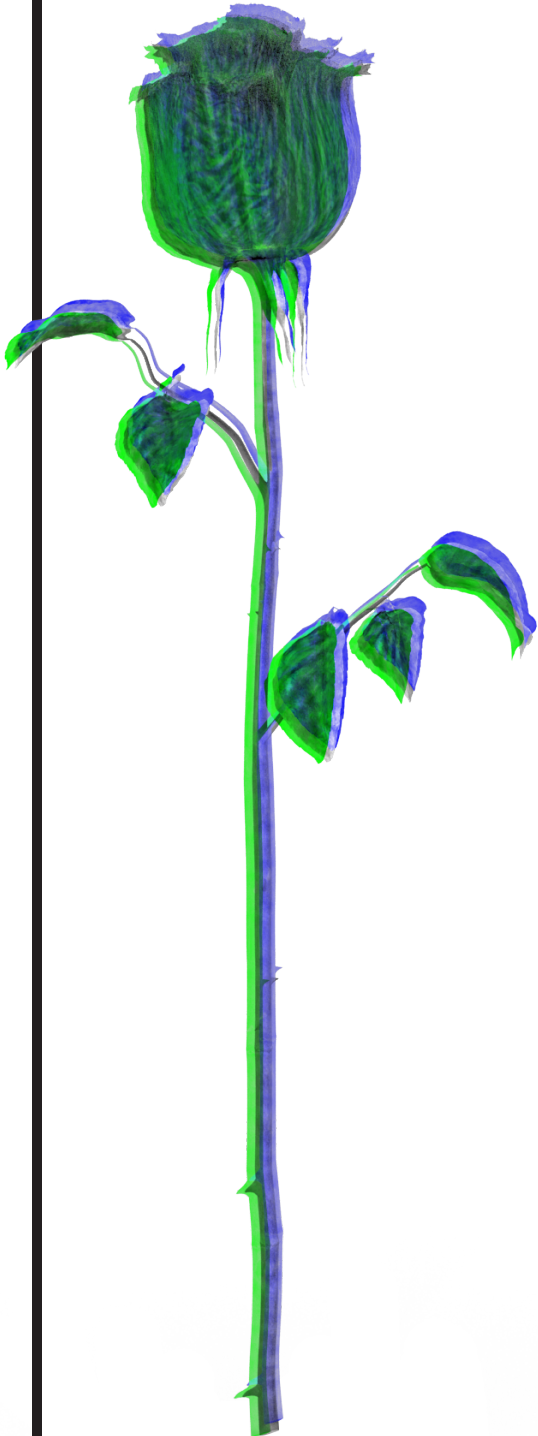
# KATIE ROSE LAVERY

SENIOR ART DIRECTOR // GRAPHIC DESIGNER

## CONTACT

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## // EDUCATION

### NORTHERN ILLINOIS UNIVERSITY

Bachelor of Fine Arts Visual Communications

August 2012-May 2017

## // EXPERIENCE

AbelsonTaylor | 2021-present

### SENIOR ART DIRECTOR

*Pharma Marketing*

- One of the lead creatives for the agency's largest client, driving impactful creative deliverables to enhance brand presence and market share in the DTC space.
- Lead the successful launch of two inspiring DTC campaigns, targeting a new brand indication for Huntington's disease chorea, resulting in increased brand awareness and a solve for consumer pain points.
- Played a pivotal role in various projects from inception to execution, maintaining high quality work under extremely tight deadlines, and collaborating with team members to create more innovative work.
- Actively participated in mentoring junior art directors, providing guidance and support to foster their professional growth and development within the agency.

Legacy Marketing | 2018-2021

### ART DIRECTOR/LEAD DESIGNER

*Experiential Marketing*

- Designed promotional collateral and activation signage for various brands including Jameson, Absolut, Malibu, Corona, Modelo, and Knauf Insulation
- Lead designer for all Knauf Insulation marketing materials ranging from custom invitations to large-scale billboards
- Designs and fresh conceptual ideas presented to Knauf Insulation lead to the win of primary advertising agency
- Worked with a team to communicate concepts for unforgettable activations and new business initiatives

Event Production Services | 2016-May 2017

### GRAPHIC DESIGNER

## // SKILLS

Social Media/Paid media

Website Design

Custom Print

Ukulele

## // TOOLS

Adobe Creative Suite

Microsoft 365

Figma