



Katie Rose Lavery.

ART DIRECTOR

CONTACT

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EXPERIENCE

Legacy Marketing | 2018–Present

ART DIRECTOR | LEAD DESIGNER

Experiential Marketing

- Concepted and designed all Knauf Insulation’s marketing materials, from creating custom invitations and digital ads to large-scale billboards. Designs for Knauf Insulation created new business for Legacy as primary marketing agency of the Knauf brand.
- Designed promotional collateral and event signage for various beverage brands including Jameson, Absolut, Malibu, Corona, and Modelo. Amplified branding to drive consumers to accounts and establish brand loyalty.
- Collaborated with the creative and strategy team to present concepts for unforgettable experiential activations throughout agency brands and new business initiatives.

Event Production Services | 2016–May 2017

GRAPHIC DESIGNER

- Independently developed layouts and graphics from concept to completion for various projects. Met short deadlines, while maintaining quality. Designed promotional material (posters, bus signage, and handbills) for different events at Northern Illinois University. Followed and applied brand standards of Northern Illinois University.

EDUCATION

August 2012–May 2017

NORTHERN ILLINOIS UNIVERSITY

Bachelor of Fine Arts, Visual Communications

CAPABILITIES

General | Branding & Identity, Typography, Layout Composition, Digital Design

Digital | Web Ads, Email Campaigns, GIFs, Social Content Creation, Web Design, Wire Framing

Print | Billboards, Booklets, Custom Print Invitations, Banners, Postcards, Event Signage

Tools | Adobe Creative Suite, Invision, Wordpress, Squarespace, Editor X

Life | Independent & Collaborative Worker, Quick Learner, Open-Minded, Ukulele Strummer