

# Katie Baklund

senior graphic designer & art director

## About

Senior Graphic Designer with 14+ years of multidisciplinary experience across in-house and agency environments. Recognized for a clean, modern aesthetic, technical proficiency, and a strategic, resourceful approach to creative problem-solving. Skilled in developing engaging visual designs and clean layouts, with a proven ability to collaborate effectively and deliver high-quality work across diverse mediums.

## Contact

[katiebaklund.com](http://katiebaklund.com)

[linkedin.com/in/katiebaklund/](https://www.linkedin.com/in/katiebaklund/)

[katie.baklund@gmail.com](mailto:katie.baklund@gmail.com)

206.713.9177

## Experience

### Surest

Senior Graphic Designer

Sept 2020 – Present

- Maintained brand integrity across campaigns by building scalable design systems and asset libraries for streamlined production and team alignment.
- Developed and presented creative concepts, visual narratives, and wireframes, delivering polished assets that enhanced messaging and user experience.
- Translated complex product strategies into compelling, user-centered designs that drove engagement and supported business goals.
- Led multi-channel content design and production for web, social, digital, print, and presentations, ensuring visual consistency and quality.
- Created strategic marketing collateral for diverse audiences, including ads, social assets, landing pages, emails, postcards, and sales enablement tools.

### WE Communications

Senior Graphic Designer

Jan 2018 – July 2019

- Served as Art Director and Lead Designer for the award-winning Brands in Motion campaign (2018–2019), earning a SABRE Africa Award and a Silver SABRE nomination.
- Directed creative strategy and visual execution for global marketing, aligning brand expression with business goals across B2B and B2C audiences.
- Mentored and art directed design teams, fostering collaboration, skill growth, and high-quality output.
- Led art direction and evolution of visual assets, ensuring cohesive storytelling across white papers, executive materials, sponsored content, microsites, social campaigns, emails, events, and print.
- Delivered design excellence in a fast-paced, high-volume agency environment, meeting tight deadlines without compromising quality or strategy.

### 8x8

Senior Graphic Designer

July 2019 – June 2020

- Led end-to-end creative execution, from concept to completion, delivering high-impact assets aligned with brand, product, and business goals in fast-paced SaaS and tech environments.
- Embedded brand design strategy into go-to-market initiatives, ensuring consistency, evolution, and elevated visual identity across customer touchpoints.
- Art directed and designed B2B and B2C assets, including infographics, social campaigns, landing pages, ads, emails, eBooks, white papers, and print collateral.
- Partnered with product marketing, content, and UX teams to produce data-driven, user-focused designs that boosted engagement, lead generation, and message clarity.

### SimplyFun

Senior Graphic Designer

Jul 2013 – Dec 2017

- Led end-to-end redesign of marketing collateral post-rebrand, establishing a cohesive visual language across print, digital, web, social, and app UI.
- Directed product photography and managed the asset library to ensure consistent brand storytelling.
- Managed timelines and cross-functional workflows, ensuring on-time, aligned delivery across marketing, product, and digital teams.
- Hired, briefed, and art directed contract designers to scale creative capacity while maintaining quality standards.
- Designed multi-channel assets—including campaigns, merchandise, ads, social, corporate materials, and web experiences—balancing brand integrity with engagement.

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## Experience continued...

### Lee Enterprises, Inc

Graphic Designer

May 2012 – May 2013

- Supported the design and production of print materials and digital advertising for a diverse client base in a fast-paced, deadline-driven environment.
- Conceptualized and executed creative assets including newspaper layouts, online banners, web buttons, and social media graphics.
- Designed front-end visuals for web platforms, incorporating e-commerce and digital marketing elements to enhance user engagement and brand visibility.

### Northwest Area Education Agency

Graphic Design Intern

Nov 2011 – April 2012

- Executed design projects for educational institutions across 10+ counties in Northwest Iowa, supporting the visual communication needs of multiple school districts.
- Created a range of print and environmental graphics including signage systems, vinyl clings, logos, and brochures, ensuring clarity, consistency, and audience relevance.
- Gained hands-on experience in large-format print production, operating and maintaining professional printing equipment.
- Performed finishing services such as vinyl weeding, canvas stretching, lamination, and banner assembly—developing a strong understanding of end-to-end production processes.

## Skills

### Adobe Creative Suite

Photoshop, Indesign, Illustrator, Muse, Acrobat, Bridge

### Web and Interface Design Tools

Figma, XD, Ceros, Chamaileon, Instapage, Wix, WordPress

## Education

### Western Iowa Tech

- Associate of Applied Science Degree  
*Graphic design*
- Visual Design Certification  
*Phi Theta Kappa Honors Graduate*