

KATIE BAKLUND

SENIOR GRAPHIC DESIGNER

www.katiebaklund.com

Minneapolis, MN

206.713.9177

katie.baklund@gmail.com

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

ABOUT

Multidisciplinary designer with 9+ years of experience executing visual communications that allow clients to solve problems for their target market in the most efficient way possible. Strengths in human-centered design practices, communication, creative resourcefulness, layout and organization. Recognized for accomplishments in in-house marketing design, art direction and branding.

PROFICIENCIES

Adobe Creative Suite

Photoshop, InDesign, Illustrator, Muse, Acrobat, Bridge

Web and Interface Design Tools

Instapage, Wix, Figma, Constant Contact, WordPress

EDUCATION

Western Iowa Tech

- Associate of Applied Science Graphic Design – 2012
- Visual Design Certification – 2012
- Phi Theta Kappa Honors Graduate
- Graphic Design Club member

EXPERIENCE

8x8 Senior Graphic Designer July 2019 – June 2020

- Performed full spectrum of creative functions including ideation, design, layout and production to create and deliver high impact visuals, integrate brand design development into business strategies, and support the development of brand design guidelines.
- Created a wide range of B2B and B2C collateral including infographics, social media graphics, landing page design, digital media assets, emails, eBooks, white papers, postcards, etc.

WE Comms Senior Graphic Designer Jan 2018 – July 2019

- Lead designer and art direction of Brands in Motion 2018. **Winner** – SABRE Africa for superior achievement in research & planning. **Nominee** – Silver SABRE award for Thought Leadership in PR.
- Provide thought leadership and creative strategy council for WE's Global Marketing campaigns to SVP and integrate into business strategies for both B2B & B2C audiences. Provide art direction for the creation and ongoing evolution of visual assets.
- Execute design collateral in fast-paced, quick turn, high-volume environment. White papers, executive materials, sponsored digital content, social graphics, web and micro-site design, emails, print and event collateral.
- Brief, art direct and manage junior designers.

SimplyFun Graphic Designer Jul 2013 – December 2017

- Lead designer for redesigns of all corporate collateral following a 2016 rebrand. Scope: print collateral, social graphics, responsive web design, presentations, landing pages, product photography art direction, app design, photography library management.
- Responsible for design of all promotional, social, digital, merchandise, corporate documents, presentations, and front-end web design.
- Manage work-back schedules across multiple teams and platforms.
- Hire, brief, art direct and manage contract junior designers.

Lee Enterprises Graphic Designer May 2012 – May 2013

- Responsible for conceptualizing, designing and producing print material & web ads for clients in a deadline driven environment.
- Newspaper layout for print production. Front end digital design for online banners, buttons, WYSIWYG web platforms with e-commerce & social media graphics.