Katie Baklund

SENIOR GRAPHIC DESIGNER

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ABOUT

Senior designer and art director with 15 years of experience across in-house brand teams and agencies. I build brand systems that hold up across dozens of formats, channels, and regions, and I work as a trusted partner to marketing, turning strategy into clear, engaging creative. Digital-first, human-centered, and never short on personality with purpose.

EXPERIENCE

Surest Senior Graphic Designer, Minneapolis, MN | Sept 2020 – Present

- Built scalable design systems and asset libraries to maintain brand integrity and streamline production.
- Developed and presented creative concepts and narratives, delivering polished assets that elevated messaging and user experience.
- Translated complex product strategies into user-centered designs that drove engagement and advanced business objectives.
- Directed multi-channel design and production across web, social, digital, and print, ensuring visual consistency and quality.
- Produced strategic marketing collateral including ads, social assets, landing pages, emails, postcards, and sales tools, all tailored to diverse audiences for B2B, B2C, B2B2C and sales enablement.

8x8 Senior Graphic Designer, Minneapolis, MN | July 2019 – June 2020

- Drove end-to-end creative execution in fast-paced SaaS/tech, delivering assets aligned with brand, product, and business goals.
- Embedded brand strategy into go-to-market initiatives, strengthening consistency, evolution, and visual identity across touchpoints.
- Directed design for B2B and B2C assets—including infographics, campaigns, landing pages, ads, emails, eBooks, and collateral.
- Partnered with product marketing, content, and UX teams to create data-driven, user-focused designs that increased engagement and lead generation for the small business marketing team.

WE Communications Senior Graphic Designer, Bellevue, WA | Jan 2018 – July 2019

- Served as Art Director and Lead Designer for the award-winning Brands in Motion campaign (2018–2019), recognized with a SABRE Africa Award and Silver SABRE nomination.
- Directed creative strategy and visual execution for global marketing, aligning brand expression with business goals across B2B and B2C markets.
- Mentored and art directed design teams, fostering collaboration, skill growth, and consistently high-quality output.
- Led evolution of visual assets to ensure cohesive storytelling across white papers, executive materials, sponsored content, microsites, social and thought leadership collateral, events, digital and print.
- Delivered design excellence in a high-volume agency environment, met aggressive deadlines without compromising quality or strategy.

SimplyFun Senior Graphic Designer, Bellevue, WA | Jul 2013 – Dec 2017

- Drove end-to-end redesign of marketing collateral post-rebrand, establishing a cohesive visual language across print, digital, web, social, and app UI in fast-paced retail sales environment.
- Designed multi-channel assets—including campaigns, merchandise, ads, social, corporate materials, and web experiences—balancing brand integrity with audience engagement.
- Directed product and lifestyle photography and asset management to ensure consistent, compelling brand storytelling.
- Oversaw timelines and cross-functional workflows, securing on-time delivery across marketing, product, and digital teams.
- Hired, briefed, and art directed contract designers to expand creative capacity while maintaining quality standards.

Sioux City Journal Graphic Designer, Sioux City, IA | 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 of a news outlet.
- Conceptualized and executed creative assets including newspaper layouts, banner ads, web pages, 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.

SKILLS

Adobe Creative Suite Photoshop, Indesign, Illustrator, Muse, Acrobat, Bridge
Web and Interface Design Tools Figma, XD, Ceros, Chamaileon, Instapage, Wix, WordPress, Braze

EDUCATION

Western Iowa Tech Associate of Applied Science Degree, Graphic Design | Visual Design Certification
Phi Theta Kappa Honors Graduate