

# Katie Woods

Senior Graphic Designer

- 12402 Jay St. NW, Coon Rapids, MN 55448
- 651.235.6166
- [katierenaewoods@gmail.com](mailto:katierenaewoods@gmail.com)
- Portfolio: [katiwoodsdesign.com](http://katiwoodsdesign.com)

## PROFILE

Energetic, team oriented, art director with over 13 years experience in the design industry. Comfortable in fast paced deadline-driven environment with rapidly changing priorities and a high volume of projects. Team player with strong initiative and work ethic. Passionate about world class design, with a keen eye for photography, layout, typography, and am familiar with best practices for print and digital.

## TESTIMONIALS

*"Katie wears a coat of many colors and is design savvy in multiple channels. She is confident in her abilities, bringing years of experience to the table. A seasoned Designer with the ability to execute under any circumstance."*

-JENNIFER ROACH  
Senior Art Director, Gander Mtn.

*"When I first started at Gander Mountain Katie took me under her wing immediately. As my mentor, she saw my potential and took the time to train me and give me the confidence I needed to succeed. She is a seasoned designer that can handle multiple tasks on tight deadlines with professionalism and integrity."*

-BRITTANY WIRTZ  
Graphic Designer, Gander Mtn.

## ACCOMPLISHMENTS

- Won Insignia's 2018 Q1 Care Deeply Award\*
- Won Insignia's 2018 Q2 Win Together Award\*
- Won SuperValu idea award for Cub Foods 40th Anniversary Campaign 2008
- Published photographer

*\*Nominated and selected by my peers based on Insignia's Core Competencies.*

## PROFESSIONAL EXPERIENCE

### Insignia Systems - Brooklyn Park, MN Art Director

Oct. 2018-Present

- Designates projects, manages design process and daily workflow for four designers and production artists.
- Drives store sales through development of brand compliant in-store and digital marketing.
- Conceptualization and final design of Point of Purchase Signage, displays, animated gif's, trade show graphics and marketing materials for a wide range of National clients (both retail and CPG).

### Insignia Systems - Brooklyn Park, MN Senior Graphic Designer

2017-2018

- Conceptualization and final design of Point of Purchase Signage, displays, animated gif's, trade show graphics and marketing materials for a wide range of National clients (both retail and CPG).
- Drives store sales through development of brand compliant in-store marketing.
- Manages design process from concept to completion.
- Manage daily workflow while ensuring on-time delivery and high-quality end deliverables.
- Art Directs on location photo shoots; assists in concept development, preparation, execution, photo editing, and retouching images for digital and print initiatives.
- Responsible for obtaining quotes and ordering print collateral.
- Responsible for onboarding new employees throughout our organization helping them learn how our teams can partner to create the best workflow.
- Selected by CEO and peers to be a part of the 2019 budget planning committee to increase our overall ability to be a forerunner in the in-store display business

### Gander Mountain - St. Paul, MN Senior Graphic Designer - In-Store Marketing and Email

2013-2017

- Create and develop comprehensive graphic design solutions for seasonal, temporary, semi-permanent and point-of-purchase signage that are brand compliant.
- Collaborate with internal marketing partners, product managers, visual merchandisers, executive leadership and outside vendors from project initiation to completion to ensure quality and creative design that meets brand standards and works cross-functionally across multiple channels.
- Drives store sales through the development of brand compliant in-store marketing as it relates to national brands, private label initiatives, store promotions, store fixturing, and executive presentations.
- Plans and manages design process and practices to ensure that all in-store creative meets business goals and objectives.
- Train and mentor new employees in ISM: setting expectations and standards for attitude, behavior, and teamwork.
- Assist in reviewing, revising, and approving color proofs; making on-site visits to oversee large-scale projects that require wide scale viewing.
- Art Directs in-studio and on location photo shoots; assists in concept development, preparation, execution, photo editing, and retouching images for digital and print initiatives.
- Responsible for ordering print collateral, fixtures and hardware for in-store signage.

# Katie Woods

Senior Graphic Designer

- 12402 Jay St. NW, Coon Rapids, MN 55448
- 651.235.6166
- [katierenaewoods@gmail.com](mailto:katierenaewoods@gmail.com)
- Portfolio: [katiewoodsdesign.com](http://katiewoodsdesign.com)

## EDUCATION

### University of Minnesota Duluth

Bachelor of Fine Arts Degree,  
Majoring in Graphic Design

## SKILLS

- Extensive knowledge of Adobe Creative Suite. Specializing in InDesign, Photoshop and Illustrator.
- Proficient in Microsoft Office
- Sales Force
- Smart Sheet
- Bronto (Email Marketing CSM)
- YesMail (Email Marketing CSM)
- Final Cut Pro/Adobe Premiere

## PROFESSIONAL EXPERIENCE CONT.

### Gander Mountain - St. Paul, MN

2011-2013

#### Senior Graphic Designer - Print Circulars

- Directed design from concept to completion of nationwide weekly circulars and direct mailers with multi-million customer distributions.
- Support Gander Mountain's events with logo design, identity and promotional pieces such as t-shirts, sign toppers, etc.
- Demonstrate flexibility and strong project management skills to meet strict deadlines.
- Art Directs in-studio and on location photo shoots; assists in concept development, preparation, execution, photo editing, and retouching images for digital and print initiatives.

### Parfait! Creative LLC - White Bear Lake, MN

2009-2011

#### Owner/Graphic Designer/Photographer

- Graphic design for printed and web products for clients such as the White Bear Lake Historical Society, Marketfest, Holiday Inn, etc.
- Professional photography, image editing and color correction
- Filming and editing video for web shorts and documentaries - including using AfterEffects to animate still images.
- Create, manage and edit blogs and websites using basic HTML
- 

### Vertis Communications - Stillwater, MN

2008-2009

#### Graphic Designer

- Design and coordinate marketing materials ensuring quality and consistency of the overall brand image of Cub Foods (a banner of the SuperValu company).
- Increase sales by portraying the product in the most positive way possible by producing high quality electronic pages, special publications, in-house materials and commercial projects.
- Created weekly circulars, brochures, ROP's, DMP's, posters, in-store signage, window clings, stickers, logos and packaging.
- Prepared images for use in ads by doing manipulation and color corrections, and creating clipping paths and masks.

### Press Publications - White Bear Lake, MN

2006-2008

#### Assistant Manager of Production/Senior Paginator

- Produced high quality electronic pages for six weekly newspapers, special sections and special publications.
- Mocked-up and paginated two weekly papers and one monthly paper.
- Designed publication ads and other graphic materials for print and web.
- Took part in the hiring and training of new and current employees.
- Regularly dealt with leaders, writers, editors, sales, and marketing staff to coordinate overall layout and themes of newspapers and special publications as well as both in-house and outside vendor ads and marketing materials.
- Prepared files for printing and supervised press checks.
- Updated and oversaw management of the website.
- Experience usign Flash to make animated web graphics.