

Katie Woods

Associate Creative Director

- 12402 Jay St. NW, Coon Rapids, MN 55448
- 651.235.6166
- katierenaewoods@gmail.com
- Portfolio: katiwoodsdesign.com

PROFILE

Energetic, team oriented, Associate Creative Director with over 15 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 BERTRAND
Graphic Designer, Gander Mtn.

EDUCATION

University of Minnesota Duluth

Bachelor of Fine Arts Degree,
Majoring in Graphic Design

PROFESSIONAL EXPERIENCE

Insignia Systems - Minneapolis, MN Associate Creative Director

Nov 2020-Present

- Art Direct, develop and lead Art Directors, Graphic Designers and Production Artists as well as work flow processes to ensure creative production is executed on-brand, on-time and on-budget.
- Resolve issues while driving efficiencies and effectiveness across all levels of Insignia's portfolio.
- Guide look and feel as well as development and implementation of brand guideline and standards across multiple media channels.
- Review and approve quality standards and specifications met or unmet by print vendors and other graphic service providers.
- Analyze post-campaign metrics to set best practices and optimize advertising campaigns for brand awareness and conversion for both Insignia and our CPG clients.
- Manages a variety of media formats including in-store and on-pack signage, display, merchandising, mobile marketing campaigns and custom print solutions for Insignia and Insignia's network of National CPG clients.
- Oversee creative vendor relationships inclusive of creative output and timelines
- Manages creative request queue for internal creative team
- Responsible for quality, efficiency and brand compliance of creative output from internal creative team
- Manage and continuously improve the creative process

Insignia Systems - Minneapolis, MN Senior Art Director

2019-2020

- Manage, motivate, mentor and drive a positive and productive culture for a team of Art Directors, Graphic Designers and Production Artists while creating and fostering a hard working culture.

Insignia Systems - Minneapolis, MN Art Director

2018-2019

- Leading and designing effective advertising and marketing communications by understanding current market trends and how they apply to brand strategies
- Develops projects from concept strategy to design and through production
- Identify opportunities to improve content development, processes, procedures and tools.

Insignia Systems - Minneapolis, MN Senior Graphic Designer

2017-2018

- 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 on-boarding new employees throughout our organization helping them learn how our teams can partner to create the best workflow.

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ACCOMPLISHMENTS

- Won Insignia's 2020 Q4 Performance Award
- Won Insignia's 2020 Q1 Performance Award
- 2019 Certificate of Completion: MRA Supervision 1 Course - Fundamentals of Leadership
- Won Insignia's 2019 Q3 Do What's Right Award*
- Won Insignia's 2019 Q2 Think Like Einstein Award*
- Won Insignia's 2019 Q1 Growth Mindset Award*
- Won Insignia's 2018 Q4 Do What's Right Award*
- Won Insignia's 2018 Q2 Win Together Award*
- Won Insignia's 2018 Q1 Care Deeply 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 Values.

SKILLS

- Extensive knowledge of Adobe Creative Suite. Specializing in InDesign, Photoshop and Illustrator.
- Proficient in Microsoft Office
- Adobe After Effects
- Sales Force
- Smart Sheet
- Celtra
- Final Cut Pro/Adobe Premiere
- SolidWorks Pro - Limited
- Visualize Pro - Limited

PROFESSIONAL EXPERIENCE CONT.

Gander Mountain - St. Paul, MN

2013-2017

Senior Graphic Designer - In-Store Marketing and Email

- 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: 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.
- Orders print collateral, fixtures and hardware for in-store signage.

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
- 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.