



KATHERINE BALD

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KATHERINEBALD@GMAIL.COM

SKILLS

Social media marketing
Illustration
Photo editing
Market research
Leadership
Client facing
Branding
SEO/web traffic metrics

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe Suites
Figma
TikTok
Instagram
Microsoft Excel

AWARDS

"Best Concept" Uniqlo campaign
Chicago Portfolio School

INTERESTS

Painting
Sports
Making playlists
Film photography
Pop culture
Fashion

ART DIRECTOR & DESIGNER KB DESIGN - CHICAGO

May 2024 - Present

- Communication with multiple clients at once and catering to their needs/wants
- Staying up-to-date with the latest design trends and technologies
- Clients: Emerson, Topo Chico, Inclusivity Index, insurance companies, musicians, community organizations, political campaigns
- Composition, color, illustration, typography, videos and brand strategy
- Developing a strong and clear presence on social media, blogs, websites and in-person for multiple target audiences
- Presenting work to clients with confidence

ART DIRECTOR UPSHOT AGENCY - CHICAGO

May 2022 - Aug 2024

- Responsible for the visual appearance of advertising ideas. Including posters, print ads, TV commercials, web-sites, and social media content, activations and more
- Worked collaboratively with other team members, including copywriters, designers, project managers, to ensure that the visual
- Managed multiple projects simultaneously, ensured that deadlines were met and that the visual output was of high quality
- Directed photoshoots and production with large budgets
- Worked with athletes and celebrities to promote the brand
- Adept at problem solving and finding creative solutions to challenges that arise during the design process in a fast-paced environment
- Delivery to clients and instilling passion behind my ideas

MEDIA MARKETING INTERN FIRST DESCENTS MEDIA - DENVER

June 2018 - Aug 2018

- Worked closely with cancer patients, survivors, and their families
- Developed a social media strategy that increased the brand website's following by 32%
- Facilitated in-kind donations to national events through industry research, company outreach, and branding

EDUCATION

UNIVERSITY OF DENVER

Bachelor of Arts in Strategic Communication
Minors in Emergent Digital Practices & Gender and Woman Studies

CHICAGO PORTFOLIO SCHOOL

Art Direction