

Kate J. Mickelson

Art Direction + Graphic Design Consultant

By utilizing my innovative ideas, marketing knowledge, collaborative spirit and diverse experience in art, I reach creative solutions and deliver powerful visual messages.

Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma

Google Slides + Keynote

Squarespace

Expertise

Art Direction

Digital Marketing

Branding + Identity

Logo + Icon Design

Typography

Layout + Composition

Color Theory

User Experience (UX)

Pattern Design

Product Packaging

Print + Production

Communication

Education

Professional Development

- User Experience (UX)
- Project Management for Creatives
- Storyboarding
- Typography

Minneapolis College of Art and Design, 2019
Minneapolis, MN

Bachelor of Arts

- Graphic Design
- Marketing

Concordia College, 2014
Moorhead, MN

Interests

- Linocut Printmaking
- Craft Cocktail Recipes
- Scuba Diving

🌐 katejdesigns.com

📍 Los Angeles

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Work Experience

- **The Creative Group**, Art Director 📍 Los Angeles
Wunderman Thompson | WPP (2022–Current)
 - Leading creative direction, building B2B playbooks, and art directing videos for Beauty, Homecare, Food & Bev, and Financial Snapchat verticals
 - Curated a best-in-class visual experience for the 2022 Beauty Summit, a high-end, live event in NYC, to showcase the Snapchat brand to 200+ top beauty industry executives including L’Oreal, Estée Lauder, and Dior
 - Designed physical assets including a modular vending machine wrap and associated gift box for Snapchat Beauty holiday experiential activation
 - Concepted an interactive user journey and designed a mobile web AR portal to drive attendance for Qualcomm’s 2022 Snapdragon Summit
- **FabFitFun** (2022)
 - Spearheaded a comprehensive brand book to maintain cohesive tone and visual identity across all production while showcasing exemplar design
- **MGA Entertainment** (2020–2022)
 - Built dynamic packaging for a \$9B toy company including “*Movie Magic*,” the #3 top selling toy in the U.S. and winner of the U.K. Toy Industry Awards
 - Transformed external packaging into an integral role of the child play experience to elongate playtime and subsequently reduce product waste
 - Directed a team of illustrators to develop complex backdrop environments
- **Subnation | Big Block Agency** (2020)
 - Created a modern, versatile logo for Anthem Sports & Media Entertainment
 - Established identifiable social media content for a diverse collection of AXS TV network shows that can stand alone and function as a family unit
- **Zevia Beverages** (2019–2020)
 - Provided product design consultation for a business partnership with Disney
 - Initiated an asset management system for the creative and marketing team
- **Carmichael Lynch** 📍 Minneapolis
Art Director & Graphic Designer (2016–2019)
 - Developed a modular system of type, imagery, illustrations, and textures for the MN Twins 2018 season campaign—“*This Is How We Baseball*”
 - Designed a collection of Twins marketing assets including commercials, campaign logo, Star Tribune ads, season ticket box, billboards, and social
 - Supervised a junior designer to uphold design standards and client approval
 - Led Truvia’s social media through all stages of content creation, including ideation, client presentation, photoshoot direction, and post-production
 - Catalyst for new ideas and solutions for multiple Subaru initiatives such as “*Timber*,” an interactive Facebook canvas ad for the 2019 Crosstrek
 - Transformed dense research and statistical data into a digestible editorial book and presentation for Minneapolis’ 15-year tourism expansion strategy
 - Developed a custom typeface for the 2017 cover of PR Week Magazine
- **Junior Graphic Designer** (2015–2016) | **Design Intern** (2015)
 - Selected to design Minnesota Public Relations 38th Classics Award Show, including logo, brochure, digital presentation, and overall event aesthetic
 - Utilizing transformative paper techniques, created an opportunity for Red Baron to connect with influencers by distributing pizza shaped pamphlets
 - Managed concurrent quick-turn requests while consistently generating polished deliverables to cultivate strong cross-functional team relationships
- **Crystal B. Designs**, Graphic Design Intern 📍 Chicago
 - Concepted and built the visual identity for the launch of “*B. Brands*”—a custom uniform fashion line targeting the high-end hospitality industry
 - Launched a website and strategic print campaign, including an elegant yet detailed poster-fold brochure to garner prospective client attention