

# katie chandler



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## ◆ WORK EXPERIENCE

### **Brand Designer, Megaport**

**(Remote) 2023 – Current**

- Developed and facilitated a brand strategy workshop to define and strengthen the company brand pillars after significant company restructure.
- Implemented refreshed brand guidelines including color palette, iconography, typography, and image library for product concepts and emerging technologies.
- Maintain and uphold brand expression across external and internal collateral.
- Design for marketing and visual communications; including campaigns, technical diagrams, presentations, events, print and digital content.
- Develop visual systems for product interfaces and experiences in UX, UI, and web.
- Work independently across multiple projects of various need levels and priority.
- Collaborate and align cross-functionally with content, product, marketing, solutions architects, contractors, and company leadership on a regular basis.

### **Graphic Designer, Megaport**

**(Remote) 2022 – 2023**

- Develop graphics applied to various collateral and marketing channels including but not limited to print, web, blogs, social media, events, and ad campaigns.
- Design external and internal documents, presentations and decks.
- Redesign the visual language for various brand collateral, produce new and improved design systems across departments.
- Update brand guidelines using an internal brand review to implement a brand refresh.
- Maintain brand strategy and oversee content to ensure brand consistency and alignment across departments and projects both externally and internally.
- Illustrate custom images, refine iconography, and update typography.
- Partner, communicate, and collaborate with the Creative Director and Senior Art Director; effectively connecting with other departments across a global organization.

## ● SKILLS AND SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, InDesign), Asana, Attention to Detail, Branding, ClickUp, Collaboration, Color Theory, Communication, Composition, Critical Thinking, Curiosity, Descript, Design Process and Principles, Figma, Google Workspace, Illustration, iWork Suite, Notion, Microsoft Office Suite, Miro, Organization, Problem-solving, Research, Slack, Squarespace, Time Management, Typography

## ■ EDUCATION

### **Columbus College of Art & Design**

**(Columbus OH)**

- BFA, Illustration 2011 – 2015

## ◆ **ADDITIONAL EXPERIENCE**

### **Freelance - Illustrator, Designer, Artist**

**(Columbus OH, New York NY, Remote) 2014 - Current**

**Creative services for clients and collaborators across various industries and needs.**

- Illustrate and design for editorial, digital and print products.
- Pre-production for motion and animation, including developing scripts, storyboards, style frames with assets for execution.
- Illustrate a cohesive series for marketing and social media campaigns.
- Communicate with key collaborators for objectives; carefully considering creative briefs, brand guidelines, and budgets.
- Consistent and organized design process to follow-through on promised deliverables and presentation.
- Self-motivated work-flow while connecting and collaborating with key teams.
- Organization, project management, time management, negotiation, and bookkeeping.
- Created custom packaging for a beauty industry client in London to enhance a seasonal product campaign.

### **Content Design Lead, Print Syndicate (LookHuman)**

**(Columbus OH, Remote) 2015 - 2022**

- Created and published 12-15 unique, self-directed designs per week heavily utilizing illustration, typography and layout to reach a customer's self-expression needs.
- Produced copywriting and SEO for each design to assist marketing and engagement.
- Researched niche markets and audiences to make informed design decisions, develop campaigns, and express authenticity.
- Co-lead the content team with the Content Director for design strategy, campaigns, and user experience improvements.
- Evaluated data and trends for forming initiatives across departments.
- Coordinated, developed, and facilitated weekly team meeting agendas.
- Provided peer mentorship and team building to new team members.
- Generated over \$7mil in product revenue from individual design catalog.

### **Part-time Assistant, Creative Pep Talk LLC**

**(Columbus OH, Remote) 2022 - Current**

### **Creative Coach, Columbus College of Art & Design**

**(Columbus OH) 2014 - 2015**

**Work samples beyond web portfolio available upon request.**