

Kate Spiess

224-217-1855

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Kate1000.com

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Education

Art Institute of Chicago
SAIC BFA

American Academy of Art
Associates Graphic Design
and Illustration

Core Competencies

Creative Direction

Art Direction

Illustration

Strategy and Development

Concept

Brand Development

Process Improvement

Training and Leadership

Project and Team
Management

Client Relationship building

Digital Design UX/UI

Presentation

SEO

Google Analytics

Work Experience

Aquent Studios for VMware

Creative Director · Remote · 5/2019 to Present

Key responsibilities:

Primary design lead and brand steward of engagement for VMware.

- Translate creative requests into impactful strategic design concepts.
- Initiate, articulate and present concepts across various forms of media and collateral to designers, marketing teams and client.
- Perform brand reviews for creative deliverables across all media in support of VMware marketing and communications.
- Collaborate closely with assigned account teams to understand the client's marketing strategies, target audiences and communication objectives for all visual communications.
- Organize cycle times and distribution requirements for integrated marketing communications.

Merkle a Dentsu Aegis Network

Senior Art Director · Chicago · 9/2017 to 5/2019

Key responsibilities:

Played a key creative and strategic role for numerous new business wins: Under Armour, Hilton HGV, Cannon, Anthem

Partnered with account teams, project managers, digital and design teams to strategize, implement and uphold high level data informed design solutions.

Trained interns and jr. designers to streamline and organize workflows, implement design principals and gain mastery of the Adobe creative suite.

Key accomplishments:

J.P. Morgan Chase

Primary designer for J.P. Morgan Chase and Chase brand partners. Create, strategize, concept and design winning cross-channel marketing campaigns, landing pages, email, card art, social media and direct mail.

- Designed winning campaign for roll-out of Chase Marketplace business solutions gateway for small business.

Disney

- Rebrand breadth of Disney print and digital assets including direct mail, landing pages and email.

Budget

- Enhance engagement by incorporating a focused concept informing all aspects of visual design and storytelling.
- Build efficient process and templates resulting in a staggering reduction in time and cost.

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Additional Skills

Expert

Photoshop · Illustrator · Color
InDesign · Acrobat · Keynote
Infographics · XD · InVision
Cinemagraph · Wacom
Photo retouching · Concept
Mailchimp · Microsoft 365
Powerpoint · CMS · Outlook
Teams · OneDrive · Word
Sketch · Digital Illustration
Drawing · Wireframe · Branding
storyboard · Template creation

Intermediate to Advanced

After Effects · Premiere Pro
Video Editing · Sketch
html / css

Interests

Mardi Gras Krewe of Laff
charity and social club
benefiting fine artists
and musicians

Palette and Chisel
Academy of Fine Art
Teacher and member of the
Plein air painters of Chicago

Soling Sailing racer
Wilmette harbor

Triathlons

Chicago and Lake Geneva WI
Genealogy

Kate1000.com

CD · ACD · Illustrator · Remote · 2007 to Present

Bells Brewery · Sotheby's · Aon Hewitt · AbelsonTaylor · AMA
ByLine Bank · Kaleidoscope · Merkle · Queue Marketing · R5 Studios
CS Magazine · Intouch Solutions · JLL · Symmetri Marketing B2B

Key responsibilities:

- Pitch and win the opportunity to design intelligent data-informed solutions for high profile clients, agencies and non-profits.
- Coordinate and direct talent and vision of integrated multi-channel campaigns, responsive websites and landing pages and more.
- Hire, supervise and collaborate with art directors, copywriters, developers, animators, photographers, videographers, graphic designers, print shops, small business service providers, sign makers, web services as well as producers and ad agencies.

Key accomplishments:

ByLine Bank | Digital strategy design and concept

- Developed full circle concept for Chicago's neighborhoods.
- UI/UX concept and design and customer ATM experience from the design of the card art and user interface screens to the physical look of the ATM branch machine skins.

Bells Brewery

- Bells Amber Ale digital illustration for core brand packaging and advertising now on shelves.

AbelsonTaylor | Digital Pharma

- Concept development for new major campaign roll-out.

Sotheby's

- Brand approved designer for Sotheby's websites, landing pages, monthly magazine layout, photo shoots, expert photo retouching, print and email campaigns

Capital One

Senior Art Director · Chicago · 4/14 to 4/15

Key responsibilities:

Creative working in cross-channel marketing and creative communications related directly to COF's 25+ retail partners.

Saks Fifth Avenue · Kawasaki · Capital One · Helzberg Diamonds
Costco · Hudson Bay · Lord & Taylor · +

Key accomplishments:

- Conceptualize high-level, brand-defining design for 25+ Capital One partnership brands and internal Capital One communications.
- Crafted high-concept design within a creative team; as well as partner with business partners, project managers, digital team, copywriters and designers to create and uphold brand standards.