

KATE JOHN SON

KATE JOHNSON

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A LITTLE BIT ABOUT ME

Proven, “go to” Art Director with a discernible reputation for being collaborative among my teams, going above-and-beyond to exceed expectations. I have a healthy obsession of creating seamless connections across digital platforms, always trying to push the envelope. Developing brands, designing responsive websites and interactive tools, collaborating with my team to solve complex problems and providing conceptual solutions with purpose. You can make something look good, but the meaning and story behind an idea is what makes work successful, and this is what I am passionate about; the details.

EXPERIENCE

WUNDERMAN, Associate Art Director

Washington, DC | January 2018 - Present

Hand-selected as the Associate Art Director and creative lead on 2 major projects for national and global brands given my proven track record for original conceptual work and quick turnarounds on tight deadlines. My copywriter partner and I work directly with our Associate Creative Director and Creative Director, to concept and launch interactive creative campaigns. I have represented Wunderman as part of a small agency team at client workshops in Las Vegas and as one of three Wunderman SXSW Interactive Festival attendees. I recently spearheaded an internal effort to achieve and maintain brand consistency across multiple teams and designers. I routinely train new designers, providing creative direction and feedback to prepare projects from internals to client presentations.

EDUCATION

Savannah College of
Art & Design (SCAD)
BFA Advertising

Magna Cum Laude June 2016

Savannah, GA USA

Lacoste, France

SKILLS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

After Effects

Invision

Microsoft office Suite

WUNDERMAN, Interactive Designer

Washington, DC | September 2016 - December 2017

After starting at Wunderman, I jumped right in to my role as an Interactive Designer. Assisting my Senior Art Director, I was part of a team consisting of a Senior Copywriter, Senior Interactive Designer and Creative Director. I had the opportunity to work one-on-one with my Chief Creative Officer on internal initiatives as well as concept and develop pitch work to final client presentation.

WUNDERMAN, Art Director Intern

Washington, DC | June - August 2016

During my internship I worked on a range of national brands across digital and print. Working closely with an Art Director and Copywriter team and our Associate Creative Director, I worked directly on client facing work from concept to execution. Post internship, I was the sole intern hire from my creative intern group.

Google, SCAD Collaborative Learning Center, Art Director

Savannah, GA | September - November 2015

SCAD collaborated with Google to define a variety of universal problems, identify and understand user needs, and apply research insights to develop innovative digital solutions. Students from a wide variety of majors collaborated with Google professionals. By the end of the project, we had a fully functional prototype and product which we presented.

Zimmerman Advertising, Art Director Intern

Fort Lauderdale, FL | May - August 2015

Collaborated with advertising professionals and fellow interns in digital and social campaigns throughout the summer. The comprehensive program allowed the interns to explore different departments around the agency as well work on agency projects.