

Katie Wing

CREATIVE DESIGNER

katiewing.com
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608.712.8244

SKILLS

Brand Management
Brand Identity & Collateral
Concept Development
Event & Portrait Photography/Editing
Social Media
Vendor Coordination
Web Design and Planning

SOFTWARE

Adobe Creative Suite
Microsoft Office
Mac and PC Platforms
Canva
Mailchimp

AWARDS & RECOGNITION

Madison College, Design Advisory
Board Member (2015-Present)
American Advertising Awards (ADDYs)
(2013-2021)
GDUSA American In-House Design Awards
(2014-2021)
Print Regional Design Annual Award
(2014)
Silver Quill Award
(2010)
Larsen Design Scholarship Recipient
(2006-2007)

EDUCATION

Bachelor of Fine Arts, Graphic Design
University of Wisconsin-Stout, 2008

- Business Administration Minor
- London Summer Art Study Abroad
Program, Goldsmiths College, London, UK

Social Media Certificate
Madison College, 2014

EXPERIENCE

Senior Graphic Designer

Ascendium Education Group | 2018-Present

- Lead designer on high-level brand design, including publications, campaigns, social media content, and marketing communications.
- Develop and maintain the Ascendium brand, corporate files, and the creation of sub-brands from the ground-up.
- Deliver compelling and strategic design solutions that engage various audiences and inspire action.
- Work closely with internal and external teams, while maintaining collaborative relationships and high-level project management.

Graphic Designer

Great Lakes Higher Education
2008-2013

- Created branding materials and deliverables in a variety of forms including brochures, ads, posters, annuals, brand templates, presentations, swag, toolkits, and more.
- Collaborated with and advised key business clients on design concepts and exploration. Established direction, design solutions, and ensured successful implementation.
- Highly organized, displaying multi-tasking abilities through arranging client meetings, achieving strict deadlines daily, and preparing files for output.
- Successfully completed a corporate rebrand, from art directing photography, planning, and designing a new brand style guide.

Senior Graphic Designer

Great Lakes Higher Education
2013-2018

Creative Designer

Katie Wing Design | 2015-Present

- Work one-on-one with clients to build creative design solutions that deliver high-end results.

Graphic Design Intern

BroadSign International | May 2008-October 2008

- Assisted in maintaining a strong brand identity, creative vision and standards for communications.
- Worked with the marketing team on branding, advertising, trade shows and website development.

Graphic Designer

UW-Stout Outreach Services | June 2006-August 2008

- Designed promotional materials for continuing education courses, conferences and workshops.
- Adhered to brand standards and built new identities.