

# tatiana rocker katz

Art Director

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## EXPERIENCE

Sotheby's, Agency RX, Telestream, Shah Diamonds, Mechtronics and Amsterdam Printing • freelance Creative Director, Senior Art Director and Designer 2011

Responsibilities: art direction for ipad applications, interactive and web design, banners, print ads, direct mail, collateral, branding, and retouching. Clients: Sotheby's, Johnson & Johnson, Shah Diamonds, Mechtronics and Amsterdam Printing.

Jay Strongwater - New York, NY • Associate Creative Director 2009 - 2010 Responsibilities: Creative and Art Direction, photography, retouching, overall catalog creation, ads, sales sheets, interactive sites for sales force, emails, creative overhaul, managing creative teams and outside vendors. Client: Jay Strongwater brand

JWT - New York, NY • freelance Senior Art Director 2008  
Responsibilities: Art Direction and concept for integrated campaigns (print ads, direct mail, collateral, branding, banners, interactive and web design). Client: HSBC Bank and HSBC Premier

GSW-w - New York, NY • Group Art Supervisor 2007 - 2008  
Responsibilities: art direction for Ad campaigns, interactive and web design, all forms of print, branding, creative overhaul, promotional materials, convention and trade show materials, and managing creative teams.. Client: Bayer

Saatchi & Saatchi, Ogilvy, KBP, Digitas, Publicis, Euro RSCG, Charles Schwab and PeopleSoft • freelance Senior Art Director New York, NY 2005 - 2007 San Francisco, CA 2004 - 2005  
Responsibilities: art direction for global and domestic campaigns, print, collateral, direct mail, interactive and web design, banners, product launches, new business pitches, package design, branding, editorial, catalogs, convention and trade show materials, photo shoots, retouching and managing creative teams. Clients: Verizon, Cisco, American Express, JetBlue, Enbrel, Nexium, Seroquel, HP, Wells Fargo, Bank of America, Neutrogena, PeopleSoft, Charles Schwab, Sprint, X-box and Nintendo.

Grey - San Francisco, CA • Art Director 2001 - 2003  
Responsibilities: art direction for print ads, direct mail, banners, collateral, branding, trade show, global and domestic campaigns, photo shoots, retouching, web design and new business pitches. Clients: Adobe (the InDesign launch and Acrobat launch), Oracle, Ask Jeeves, Sun, Netledger, Compaq, Bank of Hawaii, HP, Network Associates and Cisco.

Hansnel, Hoogewerff - Utrecht, The Netherlands, Lewis and Partners - San Francisco, CA • freelance Art Director 2000 - 2001  
Responsibilities: art direction for print ads, direct mail, collateral, branding, and new business pitches. Clients: Nestle, Tropicana, Henkel and Perrier.

BBDO - Budapest, Hungary • Art Director 1998 - 2000  
Responsibilities: art direction for print ads, direct mail, collateral, branding, trade show, logos, photo shoots, and new business pitches. Clients: Pepsi, Pickwick, Sara Lee, Dr.Oetker, Masterfoods and SCA Hygiene products.

New World Publishing - Budapest, Hungary • Art Director 1998  
Responsibilities: managing the Sports Illustrated project for Hungary, editorial, catalog and publications. Clients: Sports Illustrated, BBJ and various publications.

DDB Needham - Budapest, Hungary • Art Director 1996 - 1998  
Responsibilities: art direction for print ads, direct mail, collateral, branding, trade show, logos, photo shoots, and new business pitches. Clients: Coty, Johnson & Johnson, Molnycke, Pharmavit and McDonalds.

Saatchi & Saatchi - Budapest, Hungary • freelance Art Director 1996  
Responsibilities: art direction for print ads, direct mail, logos and collateral. Clients: Dreher Beer and The Yellow Pages.

Transmit - San Francisco, CA • Junior Art Director 1993 - 1995  
Responsibilities: art direction for print ads, CD covers, logos, direct mail, collateral and making coffee.

## COMPUTER SKILLS

I am an expert in CS5 InDesign, Photoshop, Illustrator and Acrobat. I have a comprehensive knowledge of Flash CS5, Dreamweaver CS5 BBEdit and Keynote. I am also proficient in the now extinct Quark.

## EDUCATION

I graduated with a BFA in Art Direction from the Academy of Art, San Francisco. I also have a degree in Philosophy.

## QUALIFICATIONS

I am a multi-faceted Designer/Art Director with experience in integrated campaigns, print Ads, interactive and web design, banners, branding, direct mail, logos, packaging, collateral, new business pitches, editorial, product launches, sales and promotional materials, convention and trade show materials, photography, retouching and managing creative teams. I am currently freelancing

## ABOUT ME

My personal interests include: traveling, writing, painting, biking, dance and Jivamukti Yoga.

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## REFERENCES

References also available on LinkedIn: <http://www.linkedin.com/in/tatiana>

### Suzanne Darmory Dunleavy

(was the) Associate Creative Director, RMG Connect/JWT

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### Lou Messiah

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### (Betsey) Elizabeth Mansfield

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### Todd Goodale

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### Nazly Botas

Creative Director at Jay Strongwater

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### Jon Anderson

Creative Director (I worked with him at Grey San Francisco)

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### Mike Depierro

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### Lisa Garrone

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