

# tatiana rocker katz

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## CREATIVE DIRECTOR • STRATEGIST ART DIRECTOR • GRAPHIC DESIGNER

### EXPERIENCE

#### **Katz Eye Creative - New York, NY • Creative Director Strategist • Art Director • Graphic Designer**

**2010 - present** • I create print ads, direct mail pieces, logos, packaging, collateral, editorial layouts, promotional materials and trade show materials. I strategize and design integrated campaigns, branding, new business pitches and product launches. Clients: Chubb Insurance, JPI, Institute of Culinary Education, Nexant, Carver Bank, Tupperware, Guardian Life Insurance, Sotheby's, Humboldt University, Cohen's Optical, Johnson & Johnson, Telestream and Various Startups.

#### **Jay Strongwater - New York, NY • Associate Creative Director**

**2009 - 2010** I orchestrated the Creative Direction, design and photography for the brand. I developed overall catalog creation. This included photographing, retouching and laying out nine 300+ page catalogs. I managed teams. I also created ads, sales sheets and Interactive sites.

#### **JWT - New York, NY • freelance Senior Art Director**

**2008 - 2009** I developed concepts, Art Direction, and design for integrated campaigns. I created print ads, direct mail pieces, collateral, branding, banners and interactive design. Clients: HSBC Bank and HSBC Premier

#### **GSW- New York, NY • Group Art Supervisor**

**2007 - 2008** I was the Group Art Supervisor on Bayer. I created, ad campaigns, branding, packaging, interactive materials and promotional materials. Clients: Bayer and Mirena

#### **Saatchi & Saatchi • Ogilvy • Digitas • Euro RSCG • Publicis Charles Schwab and PeopleSoft • freelance Senior Art Director New York, NY 2005 - 2007 • San Francisco, CA**

**2004 - 2005** • I developed concepts, Art Direction and design. I strategized domestic and international campaigns, collateral, direct mail, interactive design, campaigns and new business pitches. Clients: Jet Blue, American Express, Nexium, Seroquel, Bank of America, Wells Fargo, Charles Schwab and PeopleSoft.

#### **Grey Direct - San Francisco, CA • Art Director 2001 - 2003**

I was responsible for the strategy and creative for multiple clients. I created ad campaigns, direct mail pieces, branding, global campaigns and new business pitches. Clients: Adobe, Oracle, Ask Jeeves, Sun, Netledger, Compaq, Bank of Hawaii, HP, Network Associates and Cisco

#### **Lewis & Partners & freelance • Holland and San Francisco, CA • freelance Art Director 2000 - 2001**

I created ad campaigns, direct mail, and collateral pieces. Clients: Nestle, Tropicana, Henkel and Perrier.

#### **BBDO - Budapest, Hungary • Art Director 1998 - 2000**

I created ad campaigns, collateral and direct mail pieces. Clients: Pickwick, Sara Lee, Dr.Oetker and Masterfoods

#### **New World Publishing - Budapest, Hungary • Art Director**

**1998** • I created design and Art Direction for editorial pieces and Newspapers. I also managed a team. Clients: The Sports Illustrated Bikini Issue for Hungary, The Book of Lists, Who's Who in Finance and the Budapest Business Journal Newspaper.

#### **DDB Needham - Budapest, Hungary • Art Director**

**1996 - 1998** • I designed print ad campaigns, collateral and posters. I Art Directed numerous photo shoots. Clients: Coty, Johnson & Johnson, Pharmavit and McDonalds and Pepsi.

### QUALIFICATIONS

I am a multi-faceted Creative adept at taking a project from concept to completion across all mediums. My specialty is integrated campaigns.

### SKILLS

I am an expert in the Adobe Creative Suite, PPT, Keynote, Flash and HTML.

### EDUCATION

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