

# tatiana rocker katz

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## Creative Director Senior Art Director/Graphic Designer

### QUALIFICATIONS

I am a multi-faceted Creative adept at taking a project from concept to completion across various forms of media. Integrated campaigns are my forte.

### COMPUTER SKILLS

I am an expert in all the programs of the Adobe Creative Suite. I also have experience working with PPT, Keynote, Flash and light HTML.

### EDUCATION

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

### EXPERIENCE

#### freelance ACD/ Senior Graphic Designer/ Art Director

**2010 - present** I strategize and construct print Ads, direct mail pieces, logos, packaging, collateral, editorial layouts, promotional materials and trade show materials. I conceptualize and implement integrated campaigns, branding, new business pitches and product launches. Clients: Chubb, Nexant, Carver Bank, Tupperware, ICE, Guardian Life, Sotheby's, Humboldt University, Cohen's Optical, Johnson & Johnson, Shah Diamonds, Telestream and Various Startups.

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

**2009 - 2010** I orchestrated the Creative Direction, Design and Photography. I developed overall catalog creation. This included photographing, retouching and laying out 9 300+ page catalogs. I managed teams. I also constructed 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. Projects encompassed Print Ads, Direct Mail, Collateral, Branding, Banners and Interactive Design. Clients: HSBC Bank and HSBC Premier

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

**2007 - 2008** I produced Concepts, Art Direction and Design for Bayer. Projects assembled: Ad campaigns, Branding, Creative Overhaul and Promotional Materials. Clients: Bayer and Mirena

#### Saatchi & Saatchi, Ogilvy, Digitas, Euro RSCG

• **freelance Senior Art Director** New York, NY  
**2005 - 2007** I developed Concepts, Art Direction and Design. I implemented Domestic and International Campaigns, Collateral, DM, interactive design and Pitches. Clients: Jet Blue, American Express, Enbrel, Nexium and Seroquel

#### Publicis, Euro RSCG, Charles Schwab and PeopleSoft

• **freelance Senior Art Director** San Francisco, CA  
**2004 - 2005** I constructed concepts, Design and Art Direction. I developed Ad Design, Collateral, DM, Banners, Interactive and Web Design. Clients: Bank of America, Wells Fargo, Charles Schwab and PeopleSoft.

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

I orchestrated the Art Direction for multiple clients. Projects developed: Ads, Direct Mail, Branding, Global Campaigns, Domestic Campaigns and New Business Pitches. Clients: Adobe, Oracle, Ask Jeeves, Sun, Netledger, Compaq, Bank of Hawaii, HP, Network Associates and Cisco

#### Utrecht, The Netherlands and San Francisco, CA

• **freelance Art Director 2000 - 2001**  
I delivered Art Direction and Design. Projects executed: Ad Design, DM and Collateral Clients: Lewis & Partners, Nestle, Tropicana, Henkel and Perrier.

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

I implemented Art Direction and design for numerous clients. Projects embodied: Ad Design, Collateral and Branding Clients: Pepsi, Pickwick, Sara Lee, Dr.Oetker and Masterfoods