

tatiana rocker katz

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CREATIVE DIRECTOR • STRATEGIST • ART DIRECTOR • GRAPHIC DESIGNER

SKILLS

I am a multi-faceted Creative adept at taking a project from concept to completion across all mediums. I am an expert in the Adobe Creative Suite, PPT, Keynote and interactive design.

EDUCATION

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

EXPERIENCE

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

2010 - present • My specialty is integrated campaigns. I also create print ads, interactive banners, emails, direct mail pieces, logos, packaging, collateral, editorial layouts, branding packages, product launches, new business and trade show materials. Clients: Clients: Tcc, FourBlock, AMSN, Storm Interiors, Chubb Insurance, Stanford University, Carbon inc, Kidbox, JPI, Kinettix, IMYourdoc, Front Page Live, Urban sitter, 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 created concepts, Art Direction and design for Bayer. I managed creative teams. Projects: Ad campaigns, branding, creative overhaul 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

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REFERENCES

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

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