



Katie Powell

HEYKATE.COM

An authentic and reputable design leader, a visionary, end-to-end creator, and an innovative and influential realist currently working as Senior Art Director at Sprout Social.

EDUCATION

2008

Illinois Institute of Art Chicago
BFA Visual Communications

2010

Truman College Chicago
HTML & CSS Certificate

2020

School of Motion
After Effects Kickstarter

SKILLS

Design Software

Proficient in Photoshop, Illustrator, InDesign and Google Suite. Knowledge in After Effects, Figma and Sketch.

Brand Development

Ability to lead the development of existing and new brand identities while working collaboratively with designers and stakeholders across an organization.

Design Documentation & Education

Capacity to develop and contribute to design systems documentation that educates and empowers teams while ensuring brand consistency.

Illustration & Animation

Comfortable creating illustrations, complex graphics and storyboards. Ability to produce short animations.

Web & Digital Design

Advanced experience designing for web including marketing, e-commerce and blog sites. Broad history designing and building email campaigns. Extensive skill in producing compelling presentations.

PROFESSIONAL EXPERIENCE

2021 - PRESENT

Sprout Social, Remote

SENIOR ART DIRECTOR, BRAND CREATIVE

Using maturity, systematic thinking and cross-discipline knowledge to define the creative vision, strategy and execution for projects and campaigns of significant complexity and importance. Cultivating trustworthy relationships while leading with candor and advocating for excellence.

2018 - 2021

Sprout Social, Chicago

LEAD VISUAL DESIGNER, BRAND CREATIVE

Selected as Design Captain for the Content & Comms team. Crafted experiences that deepened brand awareness, strengthened relationships with customers and elevated the marketing and employer brands. Contributions were recognized by receiving the Above and Beyond and the Everyday Greatness internal awards.

2016 - 2018

Sprout Social, Chicago

SENIOR WEB DESIGNER, BRAND CREATIVE

Acted as head designer on numerous high-value web projects throughout the organization. Collaborated with the internal dev team to find a balance between creative evolution and developmental efficiencies. Brainstormed and presented opportunities to Marketing partners. Advocated for web accessibility.

2012 - 2016

Giftbar, Chicago

SENIOR BRAND DESIGNER, MARKETING

Implemented and managed internal design workflow for the creative needs of 100s of small businesses while also serving as a marketing and technical consultant. Supervised product development and commanded schedules of teams to ensure milestones were met. Mentored and directed junior design staff.