

KATIE NAGI

ART DIRECTOR

EXPERIENCE

MRM — 2021 - Current

Senior Art Director

- Following the successful launch of CarBravo, was promoted to Senior Art Director and took on more leadership and mentor roles
- Supervised and presented MRM Designer Monthly meetings
- Trained and mentored fellow coworkers how to build emails in Adobe XD
- Concepted and helped design assets for pitches including Meijer, Sam's Club, Motor City Casino, and Sanctum House
- Concepted and Art Directed long form videos for CarBravo
- Assembled preproduction book that included style, locations, talent, story boards, and props to be included for the long form videos

Art Director

- Established CarBravo's brand style guide as well as launch the "Usedphoria" campaign across TV, OLA, social, and POS assets
- Refreshed Cleveland Clinic's existing OLA campaign

Hudson Rouge — 2018-2021

Junior Art Director

- Updated layout and design for vehicle pages on Lincoln's site
- Concepting and art directing photoshoot for the 2021 Nautilus launch
- Designed and created content for spring, winter, and summer sales event campaigns in print, experiential, social, digital, and OLA formats

Isobar — 2017-2018

Designer and Visual Design Intern

- Created in-market banner ads for GMC, Buick, Chevrolet, and Cadillac
- Created blueprints and interior design for Detroit Isobar Now Lab room

Daniel Brian Advertising — 2017

Art Director Intern

- Concepted and designed ideas for Valley Children's Hospital and Consumers Energy
- Managed, scheduled and photographed entire staff of 40+ individuals for company head shots

GTB — 2016

Art Director Intern

- Concepted and presented ideas for Purina, Drought, Detroit Bikes, and Ford
- Learned how a large agency functions

Push 22 Advertising — 2016

Design Intern

- Designed infographics for Dassault Systems
- Created content for Push 22's social media accounts
- Created email templates for Rochester College

CONTACT

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EDUCATION

College For

Creative Studies — 2013-2017

Bachelor of Fine Arts degree in Advertising Design and a minor in Studio Photography.

SKILLS

Design Tools

- Adobe Creative Suite
- Midjourney AI
- Figma
- Sketch
- Keynote
- Google Slides
- Powerpoint

Visual Language

- Understanding lighting for still + motion assets
- Collaborating with DPs on set
- Building branding + identity design
- Creating compositions that work cross-platform

AWARDS

D Show Winner

For Lincoln's Experiential Event
"The City That Sleeps"