

KATIE NAGI

ART DIRECTOR

EDUCATION

2013-2017 — College For Creative Studies
Bachelor of Fine Arts degree in Advertising Design
and a minor in Studio Photography.

EXPERIENCE

MRM — 2021 - current

Art Director, promoted to Senior Art Director

Helped establish CarBravo's brand style guide as well as launch the "Usedphoria" and "Bravorama" campaigns across TV, OLA, social, and POS assets. Established and created brand style guidelines, print and email content for Navy Federal Credit Union's "No Plate Left Behind" campaign. Refreshed Cleveland Clinic's existing OLA campaign, and collaborated on pitch projects for Meijer, Sam's Club, and Motor City Casino and Sanctum House.

Hudson Rouge — 2018-2021

Junior Art Director

Responsible for updating Lincoln.com vehicle pages. This included concepting and art directing new photography content for the 2021 Nautilus launch. Also helped design and create content for spring, winter and summer sales event campaigns in print, experiential, social, digital, and OLA formats.

Isobar — 2017-2018

Visual Design Intern, promoted to Freelance Designer

Created in-market banner ads for GMC, Buick, Chevrolet, and Cadillac. Helped create blueprints and interior design for the 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.

Push 22 Advertising — 2016

Design Intern

Designed infographics for Dassault Systems, and created email templates for Rochester College. Also helped create content for Push 22's social media accounts.

CONTACT

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SKILLS

Design Tools

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

Visual Language

- Understanding lighting for still and motion assets.
- Collaborating with DPs efficiently.
- Branding and identity design.
- Creating branding style guidelines for clients, agency and vendors

Concept Ideation

- Developing and generating a plethora of ideas for new campaigns in alignment with brief and client needs.

Leadership

- Supervised and presented Designer Monthly meetings.
- Trained fellow coworkers how to use email components in Adobe XD.
- Mentored new designers to the team by onboarding them with agency processes.
- Presenting work to clients and CCO.

Creative Innovation

- Staying informed on most up to date uses of new technology and applying it to relevant clients.