

KATIE NAGI

ART DIRECTION + DESIGN

Katie is a vibrant and driven human crafting and planting innovative ideas.

EXPERIENCE

MRM | 2021-2024

Senior Art Director | Jun 2023 - Oct 2024

Art Director | Apr 2021 - Jun 2023

- Launched CarBravo's "Usedphoria" and "Bravorama" national campaigns across TV, OLA, social, and POS as well as established the brand identity from the ground up. In addition, designed emails for award winning "Used Barbie Dream Cars" campaign.
- Established look and feel for Navy Federal Credit Union's "No Plate Left Behind" campaign and designed brochures, posters, emails and OLA.
- Helped design and present pitches for Meijer, Sam's Club, Sanctum House, and Motor City Casino.

Hudson Rouge | 2018-2021

Junior Art Director

- Art directed and designed content for Lincoln's spring, summer and holiday national sales events including experiential, social, digital, print, and OLA.
- Concepted and art directed the "City that Sleeps" experiential event.
- Art directed photography and designed website pages for the national Lincoln Nautilus launch.

Isobar | 2017-2018

Freelance Designer | Mar 2018 - May 2018

Visual Design Intern | Sep 2017 - Mar 2018

- 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

GTB | 2016

Art Director Intern

Push 22 Advertising | 2016

Design Intern

CONTACT

katiemagi.com

katiemagidesign@gmail.com

734.233.4025

SKILLS

Leadership

- Supervising and presenting Designer Monthly meetings at MRM.
- Training coworkers how to build emails in Adobe XD.
- Mentoring and helping new coworkers with onboarding agency processes.
- Presenting work to clients and CCO.
- Encouraging "Yes and" mentality for group brainstorming and collaboration.

Creative Software

- Photoshop
- Illustrator
- InDesign
- After Effects
- XD
- Generative Ai
- Figma
- Keynote
- Google Slides
- PowerPoint

Design Expertise

- Studio lighting
- Branding
- Integrated campaigns
- 2D animation
- Email marketing
- Web design

RECOGNITION

2024 Bronze Cannes Lion

2024 D&AD Wood Pencil

2019 D Show Winner

EDUCATION

College For Creative Studies

BFA in Advertising Design and

minor in Studio Photography.