KATIE BURTWELL

Senior Designer
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With a decade of experience in digital and print design, I have a proven track record for delivering top-performing design solutions from concept to launch. I am meticulously organized, and maintain the highest standards without cutting corners. I thrive alongside other strategic, client-focused creatives, and enjoy sharing my expertise to create meaningful, impactful, and accessible user experiences.

EXPERIENCE

Senior Brand Designer Headspace | Santa Monica, CA | 01/2019 to 07/2023

- Utilized creative conceptualization, visual design, and user experience skills to boost brand recognition, drive app subscriptions, and enhance member engagement.
- Promoted to senior level after successfully art directing, designing, and delivering diverse campaigns, including organic channel plans and high-spend celebrity-endorsed partnerships.
- Achieved a rapid one-week turnaround for a promo with 300+ paid media deliverables by learning and implementing the automation tool, "Smartly." This ensured timely campaign launch and facilitated immediate data-driven creative optimizations.

Graphic Designer Freelance | 01/2012 to Present

- Collaborating closely with clients, tailoring impactful design solutions to meet their unique needs.
- Consistently delivering high-quality designs, meeting project deadlines, and fostering strong client relationships through exceptional customer service, resulting in positive feedback and repeat business.

Digital Designer HYFN | Los Angeles, CA | 11/2016 to 11/2018

- Spearheaded B2B marketing efforts, strategizing and executing campaigns that drove lead generation.
- Supported agency creative services by delivering ROAS-positive content for $1M+ paid media accounts.
- Assisted the product team with design needs, contributing to a UI that enhanced user experiences.

Lead Designer Classic Litho & Design | Los Angeles, CA | 04/2016 to 07/2016

- Established the design department, expanding the company's portfolio of clients and increasing revenue.
- Implemented efficient project management tools that streamlined internal workflows and enhanced communication with clients, resulting in improved project delivery timelines and customer satisfaction.

Graphic Designer Bullies & Buddies | Los Angeles, CA | 10/2015 to 08/2016

- Designed for merchandise, web, marketing, and display, promoting a local non-profit dog rescue's mission.
- Honed visual identity, increasing brand trust and community awareness, facilitating engagement with potential adopters and driving fundraising efforts.

Studio Manager L&S Printing | Worthing, England | 04/2014 to 10/2015

- Coordinated a team of 5 designers, art-directing and managing traffic, projects, budgets, and schedules.
- Implemented procedures and tools that reduced errors, leading to greater efficiency and profitability.

EDUCATION

University of Surrey | 2009 to 2012
Diploma of Higher Education, Nursing

Northbrook College Sussex | 2006 to 2008
BTEC National Diploma, Fine Art & Design

RECENT ACHIEVEMENTS

Webby Awards: Winner 2023
App, Best Visual Design and Best User Interface: Headspace ➡
Video, Health and Wellness: Headspace "Sleep with John Legend" SuperBowl Ad ➡

PREVIOUS CLIENTS

Nike, Lucasfilm (Star Wars), Disney, Netflix, Starbucks, Whole Foods, John Legend, National Park Foundation, Pinterest, Waze, Headspace, Othership, Harbor, Electronic Arts, AMCI, Macy's, General Electric, AARP, Tate, Air Bud Entertainment, Swarovski, The Body Shop, Herbalife, Barefoot Wines, Virgin Atlantic, Virgin Media.

EXPERTISE

Skills Digital Design, UX/UI, User Research, Wireframing, Prototyping, Mock Ups, Responsive Web Design, Interactive Design, Email Design, In-app Messaging, Digital Advertising, Paid Social, Paid Search, App Store Optimization, Content Creation, Art Direction, Illustration, Iconography, Storyboarding, Animation, Motion Graphics, Photography, Retouching, Print Design, Packaging, Display, OOH, Signage, Prepress, Logo Design, Branding.

Tools Adobe CC (Illustrator, InDesign, Photoshop, After Effects), Figma, Sketch, a11y, Smartly, Google Workspace (Docs, Sheets, Slides), MS Office (Word, Excel, Powerpoint), Keynote, HTML/CSS, Project Management (Monday.com, Asana, Jira, Trello, Basecamp, Invision, Frame.io), Sales/Marketing (Hubspot, Mailchimp).