

KATIE JANKOWSKI

graphic designer, art director, brand strategist



EXPERIENCE

DIGITAL ART DIRECTOR

The Bon-Ton Stores • June 2017 - Present

Concept, design, execute and proof digital advertising campaigns. Provide art direction and creative team leadership while maintaining company-wide brand standards and web presence. Lead major projects including mobile app & website redesigns. Build creative template library.

SENIOR GRAPHIC DESIGNER - ADVANCED PLANNING

The Bon-Ton Stores • Feb. 2016 - June 2017

Work to conceptualize retail sales creative elements. Mock-up design proposals for both print and digital elements. Build and present seasonal creative briefs and templates for design team.

WEB DESIGNER

The Bon-Ton Stores • Nov. 2012 - Feb. 2016

Design, copywrite and code emails, website graphics, social media and blog creative. Help print team with photo retouching, building page layouts and creating typography treatments.

DIRECTOR OF PROGRAMMING

AIGA Wisconsin • July 2012 - Aug. 2014

Propose, plan & coordinate events for Milwaukee chapter of large non-profit design organization.

SENIOR WEB DESIGNER

Cascio Interstate Music • March 2011 - Nov. 2012

Design & code web advertisements, emails and newsletters for local family-owned music store.

GRAPHIC DESIGN INTERN

Z2 Marketing + Design • April 2011 - Jan. 2012

Create branding & identity proposals for various clients. Collaborate on photo and print projects.



EDUCATION

Graphic Design and Spanish
Bachelor of Science
UW-Madison • 2006 - 2010



CONTACT

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SKILL SET

adobe creative suite:
photoshop, indesign,
illustrator, dreamweaver,
bridge, after effects

UI / UX design
wordpress
ftp clients
microsoft office suite
mac & pc platforms

attention to detail
team player
self-starter
deadline adherer
quick learner

HOBBIES/ INTERESTS

science fiction novels
mural painting
soccer / fútbol
perpetual doodling
snowboarding

