

KATIE JANKOWSKI

product + graphic designer, art director, brand strategist



EXPERIENCE

SENIOR PRODUCT DESIGNER

Northwestern Mutual • June 2018 - Present

Research, design and build digital applications for both internal- and external-facing teams. Facilitate user activities to validate proposed design solutions. Work with product and engineering teams to meet success criteria. Collaborate with research and content colleagues to inform creation of wireframes, mockups and prototypes.

DIGITAL ART DIRECTOR

The Bon-Ton Stores • June 2017 - June 2018

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 and coordinate design workshops and speaker events for Milwaukee chapter of large non-profit design organization.



EDUCATION

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



CONTACT

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SKILL SET

figma, mural, sketch,
invision, slack, outlook,
adobe creative suite
(xd, photoshop,
indesign, illustrator)

UI + UX design
design system creation
user interviews
content strategy
a11y best practices
mac & pc platforms

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

HOBBIES

science fiction novels
mural painting
soccer / fútbol
netflix binges
snowboarding
critiquing everything

