



Tatiana

Tatiana Rocker Katz

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📍 New York

HARD SKILLS:

- DESIGN
- CREATIVE DIRECTION
- BRAND STRATEGY
- BRAND IDENTITY
- EXPERIENCE DESIGN
- ENVIRONMENT DESIGN
- IN-STORE DESIGN
- TRADE SHOW DESIGN & CONCEPTING
- VIDEO PRODUCTION
- PACKAGING
- LEADERSHIP
- RELATIONSHIP BUILDING
- PROJECT MANAGEMENT
- INTERPERSONAL SKILLS
- TIME MANAGEMENT
- CRITICAL THINKING

BRANDS:

GE Vernova, BP, HP, Abbott, HSBC Bank, HSBC Premier, Johnson & Johnson, Verizon, Harvard University, MasterChef, Chubb, Adobe, Oracle, Cisco, Bayer, Mirena, American Express, Salvation Spirits, Polifish, PMAM, Stratam, Tcc, Cloutdlicity, Afluencer, Newsweek, FourBlock, AMSN, Amaze, Stanford University, Kidbox, IMYourdoc, Urban siter, Institute of Culinary Education, Nexant, Carver Bank, Tupperware, Guardian Life Insurance, Sotheby's, Humboldt University, Cohen's Optical, Spiro, Telestream, Nexium, Seroquel, Celebrex, Nintendo, Bank of America, Wells Fargo, Charles Schwab, PeopleSoft, Jet Blue, Ask Jeeves, Netledger, Compaq, Bank of Hawaii, Coty, Pepsi, Neutrogena, Network Associates, and various startups.

ABOUT

I am an experienced Designer/Creative Director specializing in conceptualizing and creating integrated campaigns across all marketing channels (print, online, brand components, editorial, video, and events). I have worked with *Fortune* 500 companies including: finance, energy, tech, communications, food & beverage, industrial, consumer goods, healthcare, and wellness. I am committed to transforming client's vision into campaigns that drive engagement and resonate with consumer audiences.

PROFESSIONAL SKILLS

- **Experiential marketing expert:** trade show environment design, experience design, in-store design visual merchandising, pop ups, events, in-store activations.
- **Demonstrated leadership skills** with an emphasis on fostering talent within creative teams in an agency environment.
- **Exceptional project management skills** with the ability to prioritize multiple deadlines and streamline workflow.
- **Proven experience across all marketing channels** including digital, email, display, video, and print.
- **Expertise spearheading projects:** new products launches, business pitches, and marketing-driven initiatives.

EXPERIENCE

KATZ EYE CREATIVE | DESIGNER | CREATIVE DIRECTOR | PRESENTATION SPECIALIST
NEW YORK, NY 2010 – PRESENT

Strategize and implement both domestic and international creative campaigns:

- Conceptualize and produced a range of campaigns
- Multi-faceted marketing collateral.
- Print ads, presentations, websites, interactive banners, emails, direct mail pieces, pitch decks, logos.
- Videos, packaging, collateral, editorial layouts, branding packages, product launches, new business pitches, and trade show materials.
- Responsible for the management of teams.

JAY STRONGWATER | CREATIVE DIRECTOR | NEW YORK, NY 2009 – 2010

- Orchestrated the brand's creative direction, design, and visual identity.
- Conceptualized, photographed, and retouched nine 300+ page catalogs.
- Increased brand awareness through digital advertising, sales sheets, and interactive websites.
- Managed the creative team on a day-to-day basis.

JWT | FREELANCE SENIOR ART DIRECTOR | NEW YORK, NY 2008 – 2009

- Developed brand-building digital campaigns through deliverables, including
- Print ads, direct mail pieces, collateral, branding, lbanners, and interactive design.

GSW | GROUP ART SUPERVISOR | NEW YORK, NY 2007 – 2008

- Spearheaded the visual brand identity overhaul using bespoke advertising concepts and promotional materials for brands, including Bayer and Mirena.
- Oversaw the work of the creative department to ensure goals were met.

SAATCHI & SAATCHI | OGILVY | DIGITAS | EURO RSCG | FREELANCE SENIOR ART DIRECTOR | CREATIVE DIRECTOR
NEW YORK, NY 2005 – 2007

- Developed concepts and creative strategies for domestic and international marketing efforts.
- Led the creative teams from conception to fruition of each campaign.

PUBLICIS | CHARLES SCHWAB | PEOPLESOFT | FREELANCE SENIOR ART DIRECTOR
SAN FRANCISCO, CA 2003 – 2005

- Responsible for strategizing high-level ad campaigns, direct mail pieces, branding, global campaigns, and new business pitches.

GREY DIRECT | ART DIRECTOR | SAN FRANCISCO, CA 2001 – 2003

- Crafted collateral such as direct mail, interactive design, and new business pitches.

EDUCATION

BFA in Art Direction and Advertising from the Academy of Art University & Philosophy.