Tatianya Rocker-Katz

917-623-3763
katz-eye-creative.com
tatianyarocker.com
tatianya@tatianyarocker.com
LinkedIn

ABOUT

I am an experienced Designer and Creative Director (Art) specializing in conceptualizing and leading integrated marketing campaigns across all marketing channels, including print, digital, social media, editorial, video, and events. My work blends strong brand strategy, visual identity, and content development to deliver cohesive, cross-channel experiences.

I have partnered with *Fortune* 500 companies across industries including **financial services, energy and industrials, technology, communications, healthcare, food and beverage, pharmaceuticals, telecommunications, consumer goods, media, and wellness.** I am deeply committed to transforming client visions into impactful creative through expert creative direction, user experience design, and strategic digital solutions that resonate with audiences.

PROFESSIONAL SKILLS

- **Experiential marketing expert:** designing immersive environments, spatial experiences, wayfinding systems, large-scale graphics, digital environments, pop-ups, and live brand activations.
- **Hands-on to mechanical stage:** I thrive on taking ideas from concept to completion.
- **Demonstrated leadership skills** with an emphasis on fostering talent within creative teams in an agency environment.
- **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.
- **Proficient in design and presentation tools** including Figma, PowerPoint, InDesign, Adobe XD, Illustrator, Photoshop, Acrobat, Dreamweaver, Keynote, iMovie, and After Effects. I am passionate about AI-driven creativity with hands-on experience using Nano Banana, Gemini, Firefly and ChatGPT.

WORK EXPERIENCE

KATZ EYE CREATIVE | CREATIVE DIRECTOR (ART) | SENIOR ART DIRECTOR EXPERIENTIAL DESIGNER | NEW YORK, NY 9/2010 – PRESENT

Shape and execute global creative strategies across digital, print, experiential, and emerging platforms.

- Conceptualize and execute integrated campaigns across digital, print, experiential, and brand channels.
- Lead Art and Creative direction for campaigns, websites, presentations, packaging, and sales materials.
- Drive brand development through product launches, branding systems, editorial content, and conference materials.
- Design immersive experiential environments integrating environmental graphics, spatial design, large-format digital experiences, and wayfinding systems to elevate audience engagement and brand storytelling.
- Lead cross-functional creative teams from concept through execution.

CIVIC | EXPERIENTIAL DESIGNER | NEW YORK, NY 12/2025 – 7/2026

- Created high-impact event and conference experiences through visual storytelling, immersive space design, environmental graphics, and integrated digital experiences.
- Spatial and Environmental Design including furniture selection, wayfinding systems, large-scale graphics, and experiential environments.

JAY STRONGWATER | CREATIVE DIRECTOR | NEW YORK, NY 4/2009 – 9/2010

- 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 12/2008 – 4/2009

- Developed brand-building digital campaigns and creative assets, including print ads, direct mail, collateral, branding, banners, and interactive design.

GSW | GROUP ART SUPERVISOR | NEW YORK, NY 8/2007 – 12/2008

- 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 | KBS FREELANCE ART DIRECTOR | CD | DESIGNER NEW YORK, NY 5/2005 – 8/2007

- 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 12/2003 – 5/2005

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

GREY DIRECT | ART DIRECTOR | SAN FRANCISCO, CA 4/2001 – 12/2003

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

EDUCATION

BFA in Art Direction and Advertising from the Academy of Art University

BRANDS:

PwC, Adobe, GE Vernova, HSBC Premier, Jet Blue, Oracle, Cisco, Bayer, Verizon, MasterChef, Chubb, Bank of America, Wells Fargo, Charles Schwab, Coty, Pepsi, GE Healthcare, BP, HP, Abbott, Johnson & Johnson, Harvard University, Stanford University, Mirena, American Express, Pollfish, Stratam, Tcc, Cloudticity, Newsweek, AMSN, Amaze Health, Oxiris, Vantive, Kidbox, Institute of Culinary Education, Nexant, Guardian Life Insurance, Sotheby's, Humboldt University, Cohen's Optical, Spiro, Telestream, Nexium, Seroquel, Celebrex, Nintendo, Protonix, Netledger, Compaq, Bank of Hawaii, Neutrogena, Network Associates, and various startups.

Hard Skills

- EXPERIENTIAL DESIGN
- CREATIVE DIRECTION
- BRAND STRATEGY
- BRAND IDENTITY
- INTEGRATED CAMPAIGNS
- ENVIRONMENTAL DESIGN
- PACKAGING DESIGN
- IN-STORE DESIGN
- INTEGRATED CAMPAIGNS
- PRE-PRESS/PRODUCTION
- CRITICAL THINKING
- PROJECT MANAGEMENT