



# KATH BALD

(847) 770-3286

KATHERINEBALD@GMAIL.COM

## SKILLS

Social media marketing  
Illustration  
Photo editing  
Market research  
Leadership  
Client facing

## PROFICIENCIES

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Rush  
TikTok  
Instagram  
General knowledge: Microsoft  
Excel & Adobe PremierPro

## AWARDS

"Best Concept," Uniqlo campaign  
Chicago Portfolio School, Q4 2022

## INTERESTS

Painting  
Sports  
Skiing  
Making Playlists  
Creating Sculptures  
Pop Culture  
Collage work  
Fashion

## ART DIRECTOR & DESIGNER

### KB DESIGN - CHICAGO

May 2024 - Present

- Manage multiple clients projects simultaneously and catering to their needs
- Staying up-to-date with the latest design trends and technologies to ensure that my work is innovative and effective
- Composition, color, illustration, typography, and branding for client projects and overall aesthetic
- Developing a strong and clear presence on social media, blogs, websites and in person for multiple target audiences
- Variety of clients include non-for profit, professional services, artists, musicians, community organizations, political campaigns

## ART DIRECTOR

### UPSHOT AGENCY - CHICAGO

May 2022 - Aug 2024

- Responsible for the visual appearance of advertising ideas, which can take many forms, including print ads, TV commercials, websites, and social media content, activations, posters
- Worked on Constellation Brands: Corona, Modelo, Pacifico, Victoria, Fresca
- Partners included NCAA, MLB, NFL, NBA, NHL, MLS and USGA
- Worked collaboratively with other team members, including copywriters, designers, and project managers, to ensure that the visual elements aligned with the overall marketing strategy and brand guidelines
- Managed multiple projects simultaneously, ensuring that deadlines were met and that the visual output was high quality
- Directed photoshoots and production
- Worked with athletes and celebrities to promote the brand

## MEDIA MARKETING INTERN

### FIRST DESCENTS MEDIA - DENVER

June 2018 - Aug 2018

- Developed a social media strategy for the non-profit that increased the brand website's following by 30%
- Facilitated in-kind donations to national events through industry research and company outreach
- Worked with cancer patients and survivors who participated in events

## EDUCATION

### UNIVERSITY OF DENVER

Bachelor of Arts in Strategic Communication in Strategic Communication  
Minors in Emergent Digital Practices & Gender and Woman Studies

### CHICAGO PORTFOLIO SCHOOL

Art Direction