



KATE CITRIN

Senior Solutions Consultant / Creative Strategy Architect

Partners with clients to architect change management solutions as a creative strategist with a strong understanding of communications, learning, and technology capabilities. Leads visual execution team to craft a variety of touchpoints that work together to ensure maximum engagement and minimum friction for the end user.

Specialty tools include design thinking, branding, digital media (portal/website design, social media, wireframes, IPDFs, video, experiential design), graphic facilitation, design sprints, presentation design, environmental design, press kits, illustration, storyboarding, and developing internal creative processes.

Creative in Brief

- Architected *TEDx Atlanta Salon* teaching Design Thinking as a way to overcome limiting beliefs and activate lecture concepts.
- Proven strategist: architect of award-winning Rainbow Hospice endowment campaign, "Seeing Beyond the Rain."
- Sales through relationship building: brought Takeda Pharmaceuticals account from \$20,000 to \$2.5M. Won campaign to raise \$25M for American Cancer Society, Illinois division.
- Graphic Facilitation expert: lead architect, instructor, and practitioner of TIER1 Graphic Facilitation capability.
- Creative architect of flagship proposal for culture of change initiatives, strategy and activation.
- Presented Visual Facilitation workshop at Chicago Association of Change Management Professionals meeting.

Work History

Senior Solutions Consultant / Creative Strategist, TIER1 Performance, 2016-current

Actively cultivates relationships. Sought out by clients and colleagues for agility, tenacity, and positivity as Creative Strategist. Identifies solutions across creative disciplines (digital, print, brand, experience). Created Chicago market creative team and approach including sessions on how to leverage creative community of practice. Contributes to proposals and creates estimates ≈3-6x/month. Runs discovery sessions, brand audits, identifies talent and drives creative team as needed per project (≈2-6 individuals at any time). Provides growth opportunities and feedback sessions for team members. Manages multiple clients and projects (≈4 clients and up to 12 projects at a time).

Graphic Designer / Illustrator, Blue Chip Marketing Worldwide, 2008-2016

Mentored junior designers, created and enforced clearly identifiable design styles specific to programs but within an established family of branding. Rapidly assimilated creative briefs and new brand standards to execute wide variety of deliverables for digital, print and brand teams. Contributed to kick-off meetings and brain-storming sessions.

Art Director Consultant, American Hotel Register Company, 2014-2015

Art Director in charge of designing company's largest profile pieces including 1000+ page catalogues, look books and logos. Oversaw team of 2 junior designers. Directed creative process, led team meetings, fostered team and individual growth of junior designers.

Senior Design Consultant, Aon, 2014-2015

Senior Designer on a small team spearheading global rebrand initiative culminating in 300+ page brand standards guide for the Fortune 250 company. Distribution of 65,000+ colleagues in 120 countries. Implemented new brand standards in print ads, reports, environmental design, social media and creation of instructional videos for templates distributed world-wide.

Consultant Graphic Artist/Illustrator, 2007-2015

Lead designer for branding and re-branding of 10+ local businesses, dozens of events and 100+ marketing campaigns with digital and print media. Adhered to competing deadlines, directed client meetings, managed projects and designers. Identified and imparted areas for client growth. Client list included: The American Cancer Society, Lawyers Lend-A-Hand, P&G, and JCFS.

Art Director, Elite Communications, 2008-2010

Grew accounts and opportunities for health and industrial clients through exceptional quality of work and distinctive client presentations. Established overall direction for client programs and projects. Identified touch-point opportunities across digital, print and brand to maximize engagement. Hands-on design work included complex mock-ups and pre-press when required.

Education

Grand Valley State University BA,
Art and Design, 2002

Contacts

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