

KATIE STRAUGHN

ART DIRECTOR

EXPERIENCE

Saatchi & Saatchi | April 2022 - Present

Clients include: CVS, National Down Syndrome Society

Art Director

- Collaborated with a copywriter partner to ideate, pitch and create TV commercials, social media campaigns, experiential stunts, and digital ads.
- Concepted, storyboarded, and produced a social media campaign, which brought in a record level of engagements for CVS' social channels making the content their best performing digital ads to date.
- Ensured that the creative team's conceptual vision perfectly met the clients' expectations by traveling across the country as the lead on-set art director for TV commercial shoots.
- Formed close working relationships with production departments to bring concepts and storyboards to life for TV commercials and social campaigns.
- Designed a series of online banner advertisements, which effectively boosted the awareness of CVS' Pharmacy Rewards.
- Guided clients through the creative process so they believed in the work—including pitching ideas and concepts, crafting tailored decks and addressing feedback throughout a project.

Redpepper | 2016 - 2022

Clients include: Slack, Cracker Barrel, Mars, SilverSneakers, Tennessee Valley Authority, Deloitte and SumUp

Jr. Art Director | March 2021 - April 2022

- Ideated, art directed and executed campaign-wide photo and video deliverables leading to nationwide coverage for brands.
- Communicated with strategists, copywriters and production teams to transform strong concepts into impactful campaigns.
- Developed and designed campaign components, including animated and live action TV spots, social assets, emails and flyers.
- Led production crews of 15+ people on set to bring the campaign's creative vision to life, which included food and product styling, and set design.

Photographer & Videographer | August 2016 - March 2021

- Directed the execution of client photo and video projects, touching all the main points from ideation to preproduction and through post-production.
- Edited branded content for video ads and long-form storytelling pieces, ensuring output is on strategy and on brand.
- Provided strategic leadership and technical knowledge to the agency and its clients regarding photography, videography, animation/motion graphics and post-production to further the agency's standards.
- Mentored video interns and apprentices with related projects to provide career guidance and training.

Freelance in Art Direction, Photo and Video | 2018 - Present

Clients include: Warner Music, Singer Sewing, Citizens of Humanity, Nice Kicks x Nike and Manchester Orchestra

- Main photographer for clients specializing in product, lifestyle and music.
- Director of Photography on several video shoots.
- Social Video editor for Warner Music, specializing in turning music videos into content for Instagram reels, TikTok and Spotify.

SKILLS

- Art Direction
- Concepting
- Storyboarding
- Graphic Design
- Post-Production
- Animation
- Photography
- Video Production
- Video Editing
- UX/UI Experience
- Typography and Layout

PROGRAMS

- Adobe Creative Suite
- Figma
- Keynote, Google Slides, Powerpoint
- CaptureOne
- DaVinci Resolve
- Miro
- Facebook, Twitter, Instagram, TikTok

AWARDS

Gold Addy 2019 for "Where We Come From" Video for Gideon's Army

EDUCATION

Missouri School of Journalism

University of Missouri - Columbia

August 2012 - May 2016

Bachelor of Journalism with an emphasis in Strategic Communication and minors in Business and Spanish.

CONTACT

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