

## DESIGN DIRECTOR | SENIOR ART DIRECTOR | ENTERTAINMENT & BRAND MARKETING

347.334.3411 | Brooklyn, NY 11209 | [katrina.artist@gmail.com](mailto:katrina.artist@gmail.com) [linkedin](#) | [portfolio](#) | [site](#)

### FREELANCE ART DIRECTOR | CREATIVE DIRECTION & MARKETING

#### Self-Employed, Brooklyn, NY | August 2024 - Present

- Directing design, visual narratives, and marketing strategy across mobile, web, product, and live event experiences, partnering with founders and stakeholders to build scalable design systems aligned with business goals.
- Partnering with agencies and production teams to fulfill assignments and deliver high volumes of creative work under tight timelines.
- Building AI-assisted creative workflows to accelerate ideation, production, and execution while maintaining creative quality.
- Writing two completed children's books & currently illustrating them.

### SR. ART DIRECTOR | DIGITAL DESIGN, BRAND MARKETING

#### Nickelodeon, New York, NY | March 2021 - August 2024

- Built and scaled a high-performing, multidisciplinary digital design team spanning digital design, motion, key art, and production, mentoring talent to operate flexibly and efficiently across high-volume brand marketing initiatives.
- Directed day-to-day creative operations by managing team workflows, guiding design execution, and art directing work produced both in-house and in partnership with external agencies and vendors.
- Owned and shaped digital brand expression across paid media and distribution partners for flagship Nickelodeon and Nick Jr. franchises, such as SpongeBob SquarePants, PAW Patrol, TMNT, Monster High, and others, navigating platform-specific constraints across Paramount+, Apple TV, Amazon, Netflix, Roku, FuboTV, Roblox, Kidoodle, YouTube and other global distribution partners.
- Directed digital-first design across campaigns, key art, title treatments, and breakout visuals elevating brand storytelling and brand love in support of high-visibility brand and content marketing initiatives.
- Spearheaded the digital adaptation of the 2023 Nickelodeon rebrand by building a unified design system across all channels and streaming platforms, increasing consistency and brand recognition.
- Partnered with product, strategy, legal, agencies, executive leadership, and social teams, acting as the approving stakeholder to ensure cohesive execution and application of brand iconography and visual standards across domestic and international markets.
- Established the development of scalable templates and production workflows within Adobe Creative Cloud, improving efficiency by 20% while maintaining high creative standards.
- Laid the foundation for AI integration, with projected savings of over 25% in time and production costs.

### ART DIRECTOR | PERFORMANCE MARKETING

#### Disney - ESPN+, Disney+, New York, NY | February 2018 – February 2021

- Art directed and built creative systems for 360 performance marketing campaigns across CTV, paid media, web, and mobile platforms.
- Contributed to subscriber acquisition at scale, supporting 1 million ESPN+ subscribers within five months and 10 million Disney+ subscribers on launch day.
- Led creative development for launches across US, EMEA, APAC, and LATAM markets.
- Partnered with stakeholders and external agencies to concept, produce, and scale creative across domestic and international markets.
- Collaborated with leadership, product, marketing, analytics, and growth teams to optimize performance through A/B testing and iteration.
- Built, scaled, and mentored teams of designers, motion artists, and senior copywriters.

### LEAD MOTION GRAPHIC DESIGNER | MARKETING

#### Amazon - Comixology, New York, NY | May 2016 – February 2018

- Partnered with leadership to concept and execute creative for A/B testing, improving engagement and performance across key campaigns.
- Designed and produced paid media across global markets, integrating illustration and motion to strengthen brand storytelling.
- Directed creation of animated product walkthroughs and feature videos for App Store placements, product marketing, and social channels.
- Developed multimedia content for the launch of Comixology's first YouTube channel, establishing branded content and visual direction.
- Delivered high-volume creative production under tight deadlines while maintaining quality and consistency across channels.

### ASSOCIATE ART DIRECTOR

#### DIRECTV, New York, NY | May 2014 – May 2016

- Art directed and designed high-volume production assets across product marketing, paid media, CRM, and platform creative, including landing pages, newsletters, banner campaigns, and social deliverables.
- Owned creative execution across On-Demand and Linear TV ecosystems, set-top boxes, DISH, and other digital viewing platforms, ensuring consistent brand expression across formats and placements.
- Partnered with art directors, strategists, marketing teams, and copywriters to concept and deliver campaign creative for paid media and live sports event screens, strengthening DIRECTV's visual identity and elevating brand impact.

### LEAD BACKGROUND DESIGNER | MATTE PAINTER

#### Bunko Studios Inc., New York, NY | May 2010 – February 2013

- Art directed and designed photorealistic background designs and 2.5D matte paintings for animated series including MAD and Sid the Science Kid, setting visual standards and ensuring narrative and stylistic consistency across episodic content.

### MURALIST | DIRECTOR | ENTREPRENEUR

#### YCSTUDIO Inc., Brooklyn, NY | March 2006 – August 2008

- Founded and led a creative studio delivering custom mural and large-scale design projects, building client relationships with brands including BBDO and private clients across the Tri-State area.
- Managed end-to-end project execution from concept through installation, directing freelance artist teams and ensuring quality, timeline, and client satisfaction.

### SKILLS:

#### Leadership & Team Building:

- Creative & Art Direction
- People Leadership & Team Development
- Brand Vision & Visual Systems
- Strategic & Analytical Thinking
- Cross-Functional & Executive Collaboration
- Design Processes & Scalable Production
- Marketing Strategy & KPI Alignment

#### Creative & Execution:

- Key Art & Concept Development
- Design Systems & AI Intergration
- Visual Storytelling
- Digital, Motion & Streaming Platforms Design
- UI Design for Mobile & Web
- Visual Identity, Typography & Layout
- Performance Marketing & Creative
- Creative Optimization & A/B Testing
- Illustration, Digital Painting
- Retouching & Photo Manipulation

#### Operations & Delivery:

- Design Systems & Scalable Production
- Creative Quality Control & Standards
- Complex Project & Time Management

#### Tools & Platforms:

- Adobe CC:
  - Photoshop
  - Illustrator
  - After Effects
  - Adobe Firefly
  - InDesign
  - Premiere
- Generative AI
- HTML
- Google Suite
- Miro
- Jira
- Airtable
- Monday.com
- Trello
- Microsoft 365
- Keynote

### AWARDS:

- **Summa Cum Laude**
- **Graduate Award of Merit:**
  - Senior Art Exhibition
- **Provost Talent Scholarship**
- **Academic Performance Scholarship**

### EDUCATION:

#### MFA Computer Arts

School of Visual Arts  
New York, NY 2008-2011

#### BA – Children's Book Illustration

Adelphi University  
Garden City, NY 2000-2004

#### Continued Ed – Children's Book Illustration

Fashion Institute of Technology  
New York, NY | Spring 2005

### JUROR

#### GEMA Awards 2025

Gold, Silver Bronze – Social, Ads & Reels

#### PROMAX Awards 2022, 2023

Preliminary – Digital, brand, and print