

# KATIE GLOWACKI

## GRAPHIC DESIGNER

New Jersey / Bergen County, 07071 | T: 973-459-1229 | E: [glowacki1025@gmail.com](mailto:glowacki1025@gmail.com) | [KatieGlow.com](http://KatieGlow.com)

---

## EXPERIENCE

### 2018 - Present **DIAMOND CHEMICAL COMPANY** Graphic Designer

Responsible for the operation of a fast-paced Art & Design department. Conceptualize and develop designs for all corporate marketing materials, including sales collateral and packaging. Oversee content creation from inception to final approval. Work closely with Quality Control and Sales to ensure regulatory information is accurately reflected on all packaging and marketing materials.

**Graphic Design:** Manage and coordinate graphic design projects from concept through completion. Work closely with clients and internal executive teams to create cohesive and branded designs. Create all marketing, promotional materials and sales collateral. In charge of photographing and editing all product photos so that they are ready to be used as needed. Manage operational and administrative functions in a timely fashion. Effectively work cross-functionally with all teams, internal and external, to ensure all projects are running according to timeline and completed on or before deadline. Create all sales content such as sell sheets, line cards, brochures and promotional blasts in drip campaigns, to increase brand exposure and improve revenue. Oversee promotional, digital content and web development.

**Packaging Design:** Create packaging designs from conception to final print production. Create the aesthetic of the total package to appeal to consumers and meet packaging objectives. Create dyelines and proofs for all in-house printing and using any vendor-provided dyelines. Create prototypes of potential designs for client presentations. Coordinate with clients and the executive team to achieve goals.

**Production Artist:** Create and prepare various print-ready files. Catalog all art files to ensure art is prepared and easily accessible for future projects to streamline workflow processes. Troubleshoot problems as they arise while providing deliverables on time. Keep team informed throughout the design process. Work with various vendors nationwide, prepping all artwork packages for hand-off and conducting press checks. Coordinate with QC and Laboratory to ensure compliance with all relevant industry regulatory requirements.

### 2016 - 2018 **PAI-SHAU** Graphic Designer / Marketing Coordinator

Responsible for simultaneously handling many diverse projects to meet tight deadlines for this lean start up offering innovative salon hair products. This role required a high level of organization, ability to multi-task and attention to detail. Led company re-brand. Managed Design department. Conceptualized and designed all material for Sales, Marketing, Packaging, Web, and Social Media groups. Oversaw and approved content and strategies from external social media marketing vendor. Guided the development and transformation of the brand identity.

**Graphic Design:** Assisted in the development and implementation of the company's brand strategy by creating a brand book that was implemented across the company. Updated all preexisting material for all departments to align with the new brand identity. Maintained all event materials, signage, retail promotional materials, social media, email campaigns, website and packaging, on an ongoing basis. Managed end-to-end development and execution of multiple projects simultaneously; prioritized and coordinated workflow around one-year product forecasting to allow for rapid turnaround. Coordinated across all teams to optimize all promotions, events, sales, and new product development.

**Packaging Design:** Managed and coordinated all packaging projects from concept through completion. Worked closely with internal executive teams and manufacturers to create cohesive branded design and implement packaging concepts for all products. Created and used vendor-provided dyelines, checked and approved proofs. Created prototypes of potential designs to present to clients. Coordinated with the executive team to make sure all goals were realized. Added valuable insight to all product development from the chemical formula stage onward.

**Marketing Coordinator:** Developed and executed marketing plans alongside of the Director of Marketing. Researched and remained up to date on industry trends while helping strategize and implement marketing, branding, and advertising plans. Provided key market research, forecast data, and information on consumer trends to better inform brand objectives and target markets. Managed all social media, which resulted in a 50% increase in our Instagram following. Developed and created a brand-compliant foundation prior to outsourcing social media marketing tasks to an external agency under direct personal oversight.

### 2013 - 2016 **CATES ELECTRIC CORP. / DELTA INTERIORS CONSTRUCTION** Graphic Designer (Part Time)

Designed corporate web presence for sister organizations to provide coherent brand identities. Created all ongoing design resources to generate engagement and tell a cohesive brand story.

**Graphic Design:** Developed brand identity. Created and implemented new brand guidelines using objectives provided by the executive team. Ensured all aspects of brand content were consistent with the new brand identity. Created simple and effective instructional resources to encourage the ongoing implementation of branded templates used by all teams. Developed new advertising tactics for both print and digital content to generate engagement. Created presentation and pitch decks for Sales and executive teams. Created and maintained all social platforms. Interpreted rough sketches to develop blueprints that were printed in-house on large format printer and used in critical industrial applications.

---

## STATEMENT

Graphic Designer with experience in marketing, web, print, packaging design and social media. Highly skilled in client and vendor relations. Passionate and inventive creator of innovative designs and marketing strategies. Performs well in deadline-driven environments. Skilled in visual story telling.

Cross-functional collaborator and team player. Maintains deep understanding of business goals to ensure alignment across all areas of marketing and design.

---

## EDUCATION

**COMMUNICATIONS AND DESIGN BFA, 2016**  
**PRATT INSTITUTE**  
BROOKLYN, NEW YORK

---

## SKILLS

Graphic Design  
Digital Marketing  
Sales Collateral Design  
Website Design  
Brand Identity  
Social Media  
Illustrator  
Photoshop  
InDesign  
Bridge  
Word  
Excel  
PowerPoint  
KeyNote  
MacOS & Microsoft Windows  
Content Management Platforms (CMS)  
Packaging Design  
Brochures  
Email Newsletters  
Logos  
Photography  
Retouching  
Printing

---

## ADDITIONAL EXPERIENCE

2012 – Present  
**KatieGlow Designs**  
Freelance Graphic Designer and Photographer

2012  
**Inter-Governmental Philatelic Corporation**  
Design Intern