

# KATYA HOOGERHUIS

CREATIVE DIRECTOR

## CONTACT

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## EXPERIENCE

### Shaw/Scott

Remote  
May 2014 - Present

#### Creative Director

Lead 500k Creative Services business unit, managing employees and contractors. Provide creative and strategic services to over 30 midsize and enterprise clients across industries including retail, finance and travel, both B2B and B2C. Engage in discovery and problem solving, followed by execution of defined solutions through briefing and production of deliverables, resulting in increased engagement and revenue. Deep collaboration with other business units to foster partnership and enablement. Build out team and companywide processes, capabilities/offerings, research and implementation of tools, and define organization structure.

### West SF•NY

San Francisco, CA  
Oct 2012 - Mar 2014

#### Designer

Conception and production of branding and identity for clients including logos, packaging, marketing collateral, OOH, advertising, web design, etc. Designed and produced client facing pitch decks and VC funding presentations with intricate builds, infographics, typography, image selection and content creation. Actively involved in elevating process/project management across the agency and server/file organization.

### Responsys (Acquired by Oracle in April 2014)

San Francisco, CA  
March 2010 - Oct 2012

#### Creative Manager / Traffic and Production

Lead designer for all in-house marketing creative including sales collateral, web assets, email campaigns and event assets – both print and digital. Assisted in global rebrand of the company and managed the rollout of the new branding. Implemented processes and built out the project management tool for marketing requests. Managed scheduling and distribution of all creative projects for the global marketing team (US, EMEA, APAC), ensuring all deliverables met the highest design and brand standards. Managed a production level team member.

### Art.com

Emeryville, CA  
Apr 2008 - Mar 2010

#### Graphic Designer

Primary designer for domestic and international email marketing campaigns for 3 brands, including affiliate communications and special projects, and well as other digital and print marketing collateral such as display ads, print ads. Lead designer for art.com publishing division creating posters, prints and wall decals generating 36% growth with over 30 best-selling designs.

## EDUCATION

### San Diego State University

2003-2007

#### Bachelor of Arts in Applied Arts and Sciences – Emphasis in Graphic Design

- Magna Cum Laude with distinction in art
- Phi Kappa Phi Honor Society
- Golden Key International Honor Society
- Dean's List Honors 2004 - 2007

## PERSONAL PROJECT

### The Greater Hood

Sept 2011 - Present

Co-Owner / Creative Director  
[www.thegreaterhood.com](http://www.thegreaterhood.com)

Own and operate an e-commerce business designing and selling art prints. Lead operational efforts including accounting and structure, customer and vendor relationships, inventory, and customer service. Manage online presence including the company website, e-commerce sites, and social media. Direct and produce products for sale as well as print and digital marketing collateral.

## SKILLS

Creative Direction  
Leadership  
Human Management  
Project Management  
Design Operations  
Process and Workflow  
Problem Solving  
Talent Nurture

Communication  
Collaboration  
Omni-Channel Marketing  
Branding and Identity  
Graphic Design  
Copywriting  
Adobe Creative Suite  
Sketch