

KATIE L. PHILLIPS

Graphic Designer



WORK EXPERIENCE

Senior Graphic Designer

August 2022 – Present

Stellantis North America, Internal Communications – Auburn Hills, MI

- Responsible for supporting the North American Communications department through graphic design to enhance the visual appeal and impact of internal and external storytelling
- Create consistent, modern visuals for executive Town Hall presentations, ensuring alignment of look, feel, and tone with speaker messaging
- Develop impactful visual assets to communicate company news to the manufacturing workforce across multiple formats, including digital boards, posters, banners, and templates
- Lead North America-wide employee laptop lockscreen program by coordinating weekly content calendar, managing cross-functional brand communications, and designing featured graphics, ensuring timely and engaging updates across thousands of devices
- Produce bi-monthly "Leadership Waterfall" by gathering key information from stakeholders and translating company updates into a clear, engaging slide deck for senior leaders to share with their teams
- Pull monthly analytics and produce infographics depicting key data for internal communications, social media, and the corporate media site allowing for more effective decision-making and detailed goal-tracking

Graphic Designer

October 2017 – August 2022

Dow, Design 20/20 – Midland, MI

- Worked as a member of the internal design agency at Dow; managed 5-10 design projects weekly (ranging from PowerPoints and social media posts to event branding and tradeshow booths), taking them from client concepts to final files
- Created interactive Annual Reports for the Communication Resources team highlighting important projects our creative teams worked on during the year and the overall financial impact the team had on the company
- Managed a small team of designers to rebrand 555 documents where I handled all client communications, assigned work to the designers, and reviewed their work
- Conceptualized an entire brand for the 32nd Annual Dow Tennis Classic and designed all of the print and digital marketing materials including table tents, digital posters, banner stands, and a display at the MBS International Airport
- Designed the 2020 and 2022 Beauty & Personal Care tradeshow booths for In-cosmetics Global (Dow's largest international exhibition of their personal care ingredients)

Director of Marketing and Graphic Design

April 2017 – Oct. 2017

Lake Huron Credit Union – Saginaw, MI

- Analyzed member demographics and conducted data mining to produce key reports that informed strategic decisions regarding member offerings
- Developed print and digital marketing designs to promote products and services, driving member engagement
- Managed organizational social media presence and maintained website content using Adobe Dreamweaver, ensuring consistent branding and timely updates
- Designed and published monthly newsletter to keep members informed of new offerings and organizational updates

Graphics Associate

Feb. 2016 – May 2017

Fabiano Brothers, Inc. – Bay City, MI

- Provided 400+ local bars, restaurants, and gas stations with professional signage to promote their products
- Processed 15-30 work orders in one 5- to 8-hour shift in an organized manner
- Utilized Corel Draw X7 to creatively customize 500+ outdoor/indoor signs

CONTACT INFO



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Hudsonville, MI



[Design Portfolio](#)

EDUCATION

BA in Graphic Design

Minor: Communication

Graduated: May 2017

Saginaw Valley State University

GPA: 3.95

President's List: Five semesters

Deans' List: Three semesters

PROGRAMS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe Acrobat



Canva



Adobe Premiere Pro



Adobe After Effects

