

Katie Evenson

ART DIRECTION | GRAPHIC DESIGN

EXPERIENCE

K. Evenson Creative | February 2010 – Present

I own and operate a freelance advertising and design firm that provides identity, print and web design for a variety of clients.

DEXIS (Danaher Dental Division, now Envista) | March 2019 – December 2025

Senior Designer

- Design lead-generating integrated marketing campaigns & other brand-related marketing collateral – including new product launches & sales support tools while working with the marketing team members
- Design eblasts, web banners & social media posts
- Collaborate with digital the marketing team, providing design input & assets for digital campaigns
- Create trade show experiences & booth designs
- Provide feedback & collaborate with freelancers

KaVo Kerr (Danaher Dental Division, now Envista) | June 2017 – March 2019

Designer

- Lead designer on the entire packaging rebrand for all of restoratives
- Key resource for coordination & implementation of market driven package & label changes
- Translate or transfer inputs from various product designs into compliant & implementable art on finished goods for EPA, FDA & international mandated initiative
- Provide design & production support to the packaging design managers & marketing managers, in a manner compliant with regulated procedures & company policies

Orasoptic (Danaher Dental Division, now Envista) | May 2014 – April 2017

Design Lead

- Rebrand Orasoptic to reflect the pristine products they create by designing a new company logo, print collateral, catalog, website, advertisements & digital media
- Support new product launches with logo designs, photography, ad development & trade show graphics that stay within the new brand guidelines
- Concept new ways to penetrate the market place internationally & globally
- Manage vendors for trade shows, user manuals, photo shoots & printing

Trade Show Manager

- Manage trade shows by securing booth space, traveling early to locations to set up the booth & staying late to take down all booths
- Track show ROI
- Supervise sales reps to keep traffic at the booths flowing
- Assist in the sales process by articulating product features & benefits

z2 Marketing | February 2012 – April 2014

Art Director

- Work with team members to build successful brands for great companies across all media outlets
- Take ownership of assigned clients to ensure brands standards are upheld to the highest standards
- Design & concept high quality work for print, web, outdoor & unconventional media

Wild Blue Technologies | April 2010 – October 2011

Designer

- Directed the design process from original concept to final printed piece
- Provided innovative solutions to 2D & 3D design problems for products, retail displays & interior spaces
- Designed original, creative presentations for clients in PowerPoint & Keynote


Ideas That Deliver | October 2007 – February 2010


Art Director

- Designed product & corporate branding, logos, packaging, brochures, newsletters, sales promotion, P.O.P., print ads & web-media
- Provided direction to illustrators, copywriters & other suppliers to produce high quality work for clients
- Coordinated & supervised photo shoots for client advertisements
- Responsible for all projects through proofing, reviewing & signing off on all revisions & production phases

 kevensoncreative.com

 katieevenson@gmail.com

 608-217-7040

 Greater Chicago Area

SKILLS

Art Direction & Vision
Visual Storytelling & Brand Strategy
Integrated, Multi-Channel Campaigns
Digital, Print, & Social Media
Creative Team Leadership
Design Systems & Creative Standards
Vendor & Partner Management
Trade Show Management & Booth Design
Package Design
Retail Design
Emerging Trends, Tools & Practices

SOFTWARE

Adobe Suite
Photoshop
Illustrator
InDesign
Firefly
Microsoft Office
PowerPoint
PM Software
Canva

EDUCATION

Miami Ad School

Art Direction/Design

University of Wisconsin – Madison

B.A. in Journalism