



Katelyn Wu

Education

BFA / Visual Communications
Minor: Asian Studies
Truman State University
Kirksville, MO 2011-15

Accomplishments

- + **30** globalized & translated pages in **9 months**
 - + **5** new global site launches in **8 months**
 - + **135** new Sharepoint Web pages from **2021-2024**
 - + **475+** email marketing campaigns from **2016-19**
 - + **150+** new product sku launches from **2017-19**
 - + My creative initiatives contributed to **successful Month/Month & Year/Year increased web sales** from 2015-19
 - + Proposed, coordinated, created, & implemented all **web promotions for 5+ Retail & Wholesale brands**
 - + Launched a **universal rebrand & website** in **7 months**
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Contact Info

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Experience

SR. MARKETING COORDINATOR / Perficient / 2022 - Current

Leading the Global evolution of user experience for the globalization, localization, and translation of the company intranet and content through Microsoft Sharepoint & systems. Collaborating with colleagues all over the world, I manage globalization design initiatives, global governance creation, and brand marketing AI tool maximization.

VISUAL DESIGNER / Perficient / 2020 - 2022

Working within the Corporate IT department, I assist in the unification of user experience for Perficient systems. Collaborating with a variety of talent, we create meaningful journeys and brand experiences through agile frameworks.

ART DIRECTOR / Neocova / 2020

Working with the VP of Marketing, I create branded sales assets and templates for new and potential clientele that support company-wide initiatives and revenue growth. I prioritize projects with tight deadlines and ensure objectives are met while maintaining brand awareness.

SENIOR PACKAGING + PRINT DESIGNER / Cepia LLC. / 2019 - 2020

Assisting in managing the Design Team in day-to-day operations and long term projects and standards, I also design and create packaging designs for brands from concept to completion. I communicate daily with our global China office to manage file needs, specifications, and essential project details in order to hit tight deadlines for Client Reviews and Trade Show Prototypes.

GRAPHIC DESIGNER + MARKETING COORDINATOR

M.E. Companies & Collections / 2015 -19

Managing and implementing all Retail and Wholesale Promotional Advertising Campaigns, I designed and created Emails for multiple B2C and B2B brands from concept to completion. Working with outside departments and stakeholders (Costco, Kohls, Sephora, GMA Deals and Steals, Oprah's Favorite Things) I created and managed strategic digital content that supported company-wide initiatives. Reporting directly to the Owners and Leadership, I assisted in implementing improved processes and procedures for the Web & Creative Department and digital marketing suggestions based on trends and customer data.

FREELANCE CREATIVE DESIGNER

Prescott College/ Freedom Education Fund / 2015-16

Created print and digital content to support the Freedom Education Fund Program at Prescott College, AZ. Supporting brand building goals, I created brand assets while collaborating with multiple internal stakeholders.

FREELANCE GRAPHIC DESIGNER / Fruit Revival / 2016

Using existing branding, I designed web graphics for company-wide initiatives. I designed infographics, website landing pages, home page content with a modern and homegrown touch.

FREELANCE CREATIVE DESIGNER / Textel / 2015

Working with the Operations Manager, I created print, digital, and social marketing assets to support company-wide initiatives. I gave creative insight to company presentations and prepped files for print production and web implementation.

VISUAL DESIGNER / Merkle Marketing Agency / 2015

Working with brand, digital production and geography teams, I designed and created well-executed interface designs that supported SAMSUNG brand strategies across digital marketing, event, and corporate communications initiatives. I ensured graphic solutions were approved and optimized for integration, performance, and usability while meeting project specifications.

CREATIVE DESIGNER / DragonDev / 2015

As the sole Creative Designer, I created and coordinated marketing materials in order to meet company goals and initiatives. In addition to producing all creative assets, I collaborated with the UI/UX Designer and Communications Strategist to optimize internal and external creative needs.

CREATIVE & MARKETING GRAPHIC DESIGNER / A.T. Still University / 2011-15

I designed print and digital projects for department and university-wide initiatives, events, and educational materials. Collaborating with multiple stakeholders, departments, and University partners, I led creative projects from concept to completion in the Communication and Marketing Department. With an in-house print shop, I took a hands-on role in the creation of elegant and professional material.