

# Katy Bode

CONSTANTLY SEEKING PERFECTION IN PRINT AND DIGITAL EXECUTIONS  
VIA GRAPHIC DESIGN, RETOUCHING, LAYOUT, AND PRE-PRESS IN COMBINATION WITH STELLAR ORGANIZATIONAL SKILLS  
AND EFFICIENT PROJECT MANAGEMENT IN A FAST-PACED, COMPETITIVE, AND ENJOYABLE ENVIRONMENT.

## EXPERIENCE

2013 - Present

### **STUDIO LEAD, DIGITAL ARTIST DDB**

Lead of the studio cross-media production department, with experience in the creative process. Works with creative and account from creative concept to final execution of print and digital ready files. Works hands-on, re-sizing, keylining, pre-press print production, asset management, brand standards, graphics, brand identities, and with digital developers. Managing multiple clients, brands, projects, and people in a very fast paced environment. Always searching to learn the latest and greatest techniques to pass on knowledge to others and create efficiencies in all aspects of the process. Exceptional attention to detail with advanced knowledge of file trouble shooting. Highly organized and dedicated team player with excellent communication skills.

#### **Responsibilities :**

Creating estimates, billing, staffing, project management of time lines and team, manage keylining print and digital files, typesetting, retouching, proofreading, file dispatching; all within budget and on time

#### **Clients :**

Adler Planetarium, American Cancer Society, Capital One, Bear Creek, Emerson, Field Museum, Illinois Healthcare, Illinois RTA, Illinois Lottery, Kohler, La Quinta, Mars, McDonald's, Morton, Navistar, Nissan, Safeway, State Farm, Wrigley

#### **Specialties :**

Project Management,  
Cross Media Production, Prepress,  
Digital file layer comps

2000 - Present

### **FREELANCE GRAPHIC DESIGNER & PHOTOGRAPHER**

Freelance event photography, graphic design, create logos, design ads, business cards, mailers, websites, photo retouching, oil paintings, wedding Invitations.

2006 - 2013

### **GRAPHICS PRODUCTION MANAGER Upshot**

Senior level marketing production manager with background in the creative process. Worked with creatives and account teams from creative concept to final execution. Established workflow, process and quality standards company wide and client specific. Developed and manage time lines for POS, templates, ads, OOH, sell sheets, merchandise, and transit. Organized and trouble shoot for efficient digital high res and retouched file build, dielines, specs, keylining, pre-press, print production, asset management, graphics, brand identities, and manage multiple projects with tight timelines. Supervise creatives in concept file build, retouchers in image manipulation, and creation of hires assets, and keyliners in prepress file to file release.

#### **Responsibilities :**

All prepress production, graphics, keylining, oversee retouching and creative edits, organize brand asset file management internally and DAM asset management for clients, Manage and train creatives and keyliners

#### **Clients :**

Crown Imports (Corona Extra, Corona Light, Modelo Especial, Negra Modelo, Pacifico, Somersby, Tsingtao, Victoria), New Balance, Miller, Subway, Kraft, Disney, P&G, Hilton

#### **Specialties :**

Project Management, Print Production, Prepress,

2004 - 2006

### **GRAPHIC PRODUCTION ARTIST, DESIGNER**

Buster Creative, Inc.

Worked with the Account Manager and Creative Director on all aspects of every project. Created design options, project brainstorming, high res compositing images, and layout design, performed editing, photo retouching, photo outlining. Managed Traffic flow of all projects and supervised junior production staff to ensure timely delivery of finished goods. Once concept was approved make sure creative files are press or web ready and collected for output. Coordinate with vendors and press check to make sure final output is to the highest standards.

#### **Responsibilities :**

Handled time lines, vendor contact, client coordination, creative direction, photoshoots, retouching, brand assets, pre press production

#### **Clients :**

Learning Resources, Dade Behring, Reedy Industries, GiftCo, Motorola, New Metal Crafts, North Safety, Pactive, Salton, NEC Mitisubishi, Starlight Starbright, Grainger, Genesee Theatre, Carousel

#### **Specialties :**

Design, Creative Direction, Print Production

June 2002 - 2004

### **MANAGER**

Ritz Camera; San Diego, CA

Managed two photography, camera retail stores. Responsible for total store sales, photo lab quality, customer experience, merchandising, operations, loss prevention, staffing and associate development.

January 2002 - May 2002

### **INTERN GRAPHIC DESIGNER, PRODUCTION ARTIST**

Buster Creative, Inc.

## EDUCATION

**LAKE FOREST COLLEGE :** Lake Forest, IL

Bachelor of Arts – Major: Art Minor: Communications

**SAN DIEGO COMMUNITY COLLEGE :** San Diego, CA

Continuing Education, Graphic Arts Classes