



## Catherine Walker

Art Direction + Design

Creative/art director and graphic designer experienced in digital, print, direct, catalog, and TV for B2C and B2B advertising and marketing. I create smart brand-focused, integrated visual communications expressed with a contemporary aesthetic. I approach all projects, big or small, as opportunities to apply strategic, results-driven solutions.

With both agency and freelance experience, I've created campaigns, comprehensive design systems, and visual solutions for iconic brands as well as independent businesses. In recent years, I've collaborated with teams to develop brands, launch new businesses (branding, website UI/UX, and marketing), and revitalize companies, including rebranding a manufacturing company with over 90 years of history.

### FREELANCE EXPERIENCE

#### **Brand+Aid** | Creative/Art Director | Chicago

University of Colorado Denver (College of Arts & Media), Datapult (Association of Public Health Laboratories), Freedom from Hunger, Labconco Corporation, Priority Logistics, Wheat State Credit Union, Wilson Advisory Group

#### **Grameen Foundation** | Creative/Art Director | Chicago/DC

#### **CG Advertising** | Creative/Art Director | Chicago

CDW, Direct Energy, The Morton Arboretum, Sandee Plastics, Tribune Company, VarCity Apparel

#### **Future Factory** | Creative/Art Director | Chicago

Funeralocity, Future Factory, GuideStar Research

#### **FYi Advertising** | Creative/Art Director | Chicago

Allstate, Duke Medicine, Froedtert & The Medical College of Wisconsin, Manpower, PHRMA

#### **DDB** | Senior Art Director | Chicago

Alltel, Anheuser-Busch, Cardinal Health, Deloitte Consulting, The Home Depot, Hoover, Nokia, Purina, State Farm Bank

### AGENCY EXPERIENCE

#### **Abelson-Taylor** | Senior Art Director | Chicago

Abbott, Amgen, Aventis, Biogen Idec, Genentech, ICN Pharmaceuticals, Solvay, Takeda, TAP Pharmaceuticals

#### **DraftFCB** | Senior Art Director | Chicago

Civitas, Sprint, United States Postal Service

#### **OgilvyOne** | Senior Art Director | Chicago

Ameritrade, Equal, Donnelley Marketing, Good Humor-Breyers (Popsicle), Hewitt Associates, Kraft (Good Seasons, Miracle Whip, Oscar Mayer, Philadelphia Cream Cheese, Post), Sears (Auto Center, Kenmore), Wilson Sporting Goods

#### **McCann Healthcare** | Senior Art Director | Chicago

Advanced Care Products, Baxter, Johnson & Johnson, K.K. Standard, Marion Merrell Dow, Memorial Sloan-Kettering

#### **BB&L** | Art Director | Chicago

Electronic Realty Associates, Wilson Sporting Goods

### EDUCATION

**Bachelor of Fine Arts in Graphic Design** | University of Illinois at Urbana-Champaign





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**CLIENT LIST**

**AET** (Advanced Extruder Technologies)

**Ambrosi** (Chicago & Atlanta) | The Home Depot, Linens 'n Things, Office Depot

**American Osteopathic Association** (AOA)

**AmeriFirst Financial**

**ArtsBoston**

**Brann** | Sears

**Canteen Communications** | Aegis Corporation, Cook M&A, Haggerty Auto Group, HERE, JLB+Partners, Rady Children's Hospital

**CU Denver Business School** | Health Administration Research Consortium

**DirectorSearch**

**Eicoff** | AARP

**Fingerpaint** | Almatica Pharma, American Regent, Neurelis

**GA Communication Group** | Hospira, Upsher-Smith

**Gordon Hanrahan** | Chili's, Knorr, Kraft

**Harvard T.H. Chan School of Public Health** | Giving Societies Brand Development

**+Intention** | Creospan

**Language Stars**

**Leo Burnett Customer Group** | United States Postal Service

**Lott Sports Management**

**McDonald's Corporation** | Investor Relations, Annual Reports

**Merkle/New Control** | Bristol-Myers Squibb, Gerber, NEOS Therapeutics, Sanofi

**The Morton Foundation**

**R.R. Donnelley Financial** | Countrywide Bank, Countrywide Financial, MBNA, Washington Mutual

**Weissman Federal Strategies**

**1508 Inc.** | Austin-Lehman, Zoom Shop, Zurich Insurance

