



Kat Simao

Creative Professional

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katsimaodesign.com

Digital Skills

Software:

- Adobe Creative Cloud
- InDesign
- Photoshop
- Illustrator
- Dimension
- AfterEffects
- Dreamweaver
- Premiere Pro
- PowerPoint
- Keynote
- Excel
- Word

Code:

- HTML
- CSS
- PHP
- Javascript
- JQuery

Education

The College of Saint Rose, Albany, NY | BFA in Graphic Design, Minor in Art History, May 2011

Experience

Portfolio Mentor

Free Arts NYC, Manhattan, NY, April 2019–Present

- Provide guidance and mentorship to a high school student each year in developing a standout portfolio for arts college or high school applications; coach student to receive scholarship offers from top arts institutions

Associate Art Director, Ad Sales Marketing Design

Warner Bros. Discovery, Manhattan, NY, September 2016–Present (Formerly, Discovery, Inc)

- Championed cross-functional collaboration by leading project status meetings with designers and sales/marketing representatives to ensure alignment on project milestones and deliverables
- Streamlined team communication and workflow, leading to a reduction in project delays by 15%
- Directed and managed the successful delivery of creative initiatives across mediums, including print, digital, video, and animation, resulting in a 30% increase in consultation and design requests
- Mentored and coached two project managers and four designers on enhancing skill sets, providing guidance on effective project management techniques and design best practices
- Facilitated professional growth and development opportunities within the team

Creative Director

EGR International, Manhattan, NY, April 2015–September 2016

- Led the operational initiatives of the creative department, optimizing pricing structures, refining project timelines, managing budgets with precision, and providing strong leadership to a team of 6 creatives, resulting in an increase in revenue
- Explored new technologies, design trends, and cost-saving measures
- Enhanced internal team relationships by encouraging regular critique sessions to push better results from creative RFP pitches, fostering trust and respect among peers

Engagement Project Manager

EGR International, Manhattan, NY, September 2013–September 2014

- Coordinated and managed a diverse range of engagement strategies via digital channels, apps, and service touch points
- Orchestrated seamless collaboration among clients, designers, and developers to enhance program functionality; leading to a 30% improvement in system performance and a 20% boost in user engagement

Visual Designer

EGR International, Manhattan, NY, March 2013–April 2015

- Designed full campaigns in print and digital formats for Fortune 500 companies' (bioMerieux, Sanofi Pasteur, Essilor, and Kohler as a few examples) rewards programs, and sales events and materials

Assistant Designer

TIME For Kids Magazine, Manhattan, NY, October 2011–March 2013

- Designed the monthly Nook and iPad TIME For Kids Family Edition Magazine

Design Intern

Nickelodeon Creative Resources, Manhattan, NY, May – August 2010