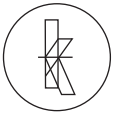


KATIE TROY

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katietroy.com



EXPERIENCE

- **Paravel**
Lead Content Strategist & Brand Designer
New York, NY (Nov 2019 - Present)
Build a small creative team, manage freelancers
Establish a brand voice and personality
Strategize and build both email and social calendars
Art direct and produce E-commerce & Editorial shoots
Create strategy and visual direction for website development
Re-design and strategize Email, Packaging, Website and Social
Conceptualize space for trade-shows
- **WeWork**
Brand Designer, WeWork Labs
New York, NY (Sept - Nov 2019)
Collaborate with a small marketing team
Strategize the development & evolution of a new brand
Develop & design print, web and activation directions
Conceptualize collateral and installments for live events
- **GROUP SJR**
Art Director
New York, NY (Mar 2018 - Aug 2019)
Client-facing on multiple accounts
Presented strategic & creative work
Created and directed campaign systems & strategy
Conceptualized and created social content
Art directed illustration, animation, video & photography
Clients: Aetna, Rakuten, Reebok, IOC, GE, etc.

Visual Designer
New York, NY (Aug 2016 - Mar 2018)
Created Info-graphics & developed brand voice
Concepted and designed books & magazines
Brought illustrations & animations to life
Developed social media assets for major brands
- **SEDSO DESIGN**
Graphic Designer
Philadelphia, PA (Apr 2015 - Jan 2016)
Developed brand concepts & presented to clients
Executed designs of brand Identity packages
Created website designs for desktop and mobile

SKILLS

Art Direction
Branding
Packaging
Publication/Print Design
Web Design
Environmental Design
Motion Graphics
Illustration & Printmaking
Adobe Creative Suite
Social Strategy
Email Marketing
Management of Teams

HONORS & AWARDS

2017 HP INKSPIRATION AWARD
Unfiltered Quarterly Magazine

**CREATIVE QUARTERLY 45:
WINNER & 100 BEST OF 2017**
Animal Farm book cover re-design

**2017 GDUSA AMERICAN
PACKAGING DESIGN AWARD**
Herb-in-Kitchen packaging design

FREELANCE

We Are Social. (2019 - 2020)
Create social brand guidelines for major brands
Clients: Vero Gusto, Sam's Club, CommonSpirit

Indie Walls (2019)
Created patterns for wrapped window installations

DREXEL UNIVERSITY
B.S. GRAPHIC DESIGN
MINORS: FINE ART & ART HISTORY