



Katie Gastley

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{re-think}.....{make better}.....{inspire}

applications

Mac-based platform: CS4, Quark, File Maker, Microsoft Office, Dreamweaver, Flash
FrontEnd web and information design, animation storyboarding, illustration, print production, di-line construction, packaging design, catalog and book design, style-guide development

education

PRATT INSTITUTE; BROOKLYN, NEW YORK BFA COMMUNICATIONS DESIGN, 2006

2006 Nomination from The Society of Illustrators' scholarship Competition
Fishes Eddy dinnerware design finalist

experience

7.2008—9.2009

SENIOR DESIGNER | MAMMOTH ADVERTISING; BROOKLYN, NY

Design and conceptualize print and web-based design campaigns from sketch to launch for the motion picture and network television industries. Concepted and designed for viral marketing applications including email landing pages, widgets, iphone applications, Facebook, MySpace and Twitter identities. Lead designer for initial storyboarded concepts for all banner animation campaigns. Worked on print jobs from the stage of key-art creation to collateral print work such as DVD package design and advertisements. Collaborate with a team of designers, art directors, off-site designers and coders on a daily basis.

8.2006—7.2008

DESIGNER | PENGUIN GROUP; NEW YORK, NY

Designed various marketing materials such as posters, displays, store signage, promotional packages, sampler books, print and online advertisements, as well as a 40-page catalog three times annually. Follow projects from brainstorming stage through print and production. Present multiple designs for key promotions while working with editors and art directors to keep design theme-specific. Developed and implement new archiving system for the department. Present and critique work with fellow designers on a daily basis.

1.2006—6.2006

GRAPHIC DESIGNER | NYLON MAGAZINE; NEW YORK, NY

Collaborated with the art director to create FOB and BOB layout design for print. Was responsible for collecting and setting advertisement files throughout the issue. Sent out and collected photographic prints, updated the pagination board, as well as other clerical office duties. Frequently was given the opportunity to work with editors to achieve specific design aesthetic based on the current issue theme.