

KATY BERRY director & designer

An award-winning design professional focused on bringing creative excellence to all mediums.

k@studiokberry.com
404 731 0458
www.studiokberry.com

EXPERIENCE:

October 2016 – Present

Independent Director & Designer | Studio K Berry Atlanta, GA

Consult with businesses to develop integrated creative solutions for on-air, print and digital media. Develop logos, brand guidelines, style frames, storyboards and printed materials for various marketing and web promotional needs.

CLIENTS INCLUDE: First Data, Domino Solutions, Maryland Military Historical Society, Stanton Hayes Consulting

December 2017 – Present

Senior Graphic Designer – Freelance | CNN Creative Marketing Atlanta, GA

Develop concepts, marketing materials, digital assets and motion graphics for CNN Original Series, CNN International, CNN Studio Tours and the HBO Max platform. Collaborate with creative directors, producers, writers and editors to create innovative designs that support initiatives and marketing goals.

April 2015 – April 2016

Digital Designer & Strategist | Porsche Cars North America Atlanta, GA

Formulated ideas and designed UI for iOS apps, created branded content for various video walls/monitors at the PCNA Headquarters and national dealerships, researched and tested ideas for interactive displays, maintained the PCNA CMS, and designed for internal PCNA websites.

April 2014 – March 2015

Interactive Creative Director | RR Donnelley Atlanta, GA

Directed creative for all interactive client and agency projects including: websites, video content, augmented reality apps and email/PURL campaigns. Led digital design, motion graphics and video editing teams across time zones. Mentored individuals to develop new skills and created innovative work from concept through production. Articulated creative vision to clients and internal team members.

August 2013 – April 2014

Independent Director & Designer | Studio K Berry Atlanta, GA

Designed for a variety of web, print and branding projects. Communicated with clients throughout design process to successfully meet goals. Oversaw client press checks.

CLIENTS INCLUDED: IMI Agency, Las Catalinas Costa Rica, Pacific Designs International

March 2009 – July 2013

Creative Director, Design | BARK BARK Atlanta, GA

Directed and managed a team of 2D & 3D motion graphics designers, freelancers and vendors, to create and produce award winning work for brand integrated commercials, network promotional campaigns, print identity systems, websites & social media marketing. Duties included: translated ideas into innovative creative solutions, developed style guides, storyboards and pitches; integrated brands with sponsors who shared compatible business objectives; presented concepts; supervised shoots for visual effects and compositing; attended print press checks; mentored designers' skills and professional development; managed workload efficiently and met deadlines within tight time frames.

January 2006 – February 2009

Independent Motion Graphics Designer/Art Director Atlanta, GA

Designed, animated and art directed independently to in-house design teams, for an assortment of on-air and off-air projects. PROJECTS INCLUDED: Toon Disney's After Class Laugh Attack, PSA for Habitat for Humanity, Noggin, TLC Upfront, Bioneer's SE Conference

January 2002 – December 2005

Motion Graphics Designer | Nickelodeon New York, NY

Designed and animated on-air promotional pieces for Nickelodeon and Nick Jr properties. Worked within a highly creative team with intense broadcast schedules. Developed a strong sensibility for expanding and evolving brands, art directed sets, constructed intricate props and costumes for shoots.

EDUCATION:

University of Georgia
BFA in Graphic Design
Athens, GA 1996

University of Georgia Art Program
Photography & Art History
Cortona, Italy Summer 1993

SKILLS:

Software: Illustrator, After Effects, Photoshop, InDesign, Acrobat Pro, Keynote, HTML, Wordpress, Pages, PowerPoint, Word

Other: props, miniature set building, set & wardrobe styling

AWARDS:

PromaxBDA Silver Award:

Art Direction & Design: video based website promotion for Sprout
"Spring is Sprouting"
2013

PromaxBDA Gold Award:

Consumer Tie-In for TLC Fun Facts
2012

PromaxBDA Bronze Award:

Art Direction & Design Short Form
Promo for Oprah Winfrey Network's
"Ask It. Own It."
2012

PromaxBDA Bronze Award:

Consumer Tie-In for AMC's
The Walking Dead & Microsoft's Bing
2012

Grammy nomination

for Kathy Griffin's album
"Suckin' It for the Holidays"
2010

Atlanta ADDY Award:

Interactive Media for
BARK BARK's 2010 website
2010

Promax Gold Award:

Holiday Promotion for
Nickelodeon's Halloween packaging
"Shriekin' Weekend"
2005