

# **KATY KOETTING**

## **EDUCATION**

### **UNIVERSITY OF CINCINNATI**

College of Design, Architecture, Art, & Planning  
Cincinnati, OH

GPA: 3.89/4.0; Dean's List

Degree: Bachelor's of Science, Graphic Communication Design

Graduation: May 2019, with Honors

Participated in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.

### **ORONO HIGH SCHOOL**

Orono, MN

GPA: 3.75/4.0

Graduation: June 2014

## **WORK EXPERIENCE**

### **GREY | DESIGNER**

Cincinnati, OH; June 2019 - Present

Created eCommerce and advertising solutions on tight deadlines, alongside strategists and copywriters. Worked on branded experiences via Amazon, email, video, and social channels. Participated in client pitches and presentations, as well as provide clear and actionable feedback to team members.

### **DOBLIN | DESIGN CONSULTANT**

Chicago, IL; September - December 2018

Participated in primary and secondary research, followed by analysis and design, to understand and develop solutions for the future of businesses and consumer experiences. Helped lead collaboration efforts between a multidisciplinary team and the client via a series of workshops. Created solutions focused on human centered design over several months.

### **LPK | JUNIOR DESIGNER**

Cincinnati, OH; May 2017 - May 2018

Participated in all phases of product design, from strategy, to packaging, to user testing and launch. Effectively communicated with teams of designers and production artists while on tight deadlines. Defined the visual design style for both new and classic brands. Primary focus was designing packaging for food, personal health care products, and feminine products.

### **CBX | JUNIOR DESIGNER**

Minneapolis, MN; January - May 2016

Created package design solutions for international and local brands. Practiced design thinking, strategic planning, and a proficiency in Photoshop and Illustrator to create new package designs, line extensions, and product mock ups. Primary experience was in frozen foods and spices.

## **AWARDS**

### **AAF | CINCINNATI ADDY'S Student Gold Award**

Guerrilla Marketing / Ambient Media  
February 2020

Awarded to DAAP Senior Capstone project The Palace.

### **AAF | CINCINNATI ADDY'S Judge's Choice Student Entries**

February 2020

Awarded to DAAP Senior Capstone project The Palace.

## **LET'S CHAT**

katykoetting@gmail.com | 763.291.7660 | koettingdesign.com