

Katherine Davis Himmel

SAY HI ANYTIME

hello@katiehimmel.com

217-620-1086

I have over 10 years of expertise crafting consumer experiences through design and creative marketing solutions. I'm a strategy geek who thrives in the complex world where human centered design and thinking meets the varied and ever-evolving needs of a product/brand and its users. I'm especially interested in customer experience design, service design, environmental design, and product development. I'm a diplomatic and empathetic leader, an abstract thinker, entrepreneurial spirit, and have an endless curiosity into human behavior, needs, and cultural trends.

EDUCATION

Columbia College Chicago

Bachelors of Arts, Graphic Design. *Graduated Cum Laude*

Parkland College

Associate of Arts, Graphic & Web Design

EXPERIENCE

Katie Himmel Creative — Creative Director, Design Director, Owner

MAY 2008 - PRESENT

- Lead creative and marketing business across multiple clients, scopes, and budget ranges
- Specialize in brand marketing, creative direction, service design, strategic communications, and graphic design
- Client roster ranges from behemoths like Nike and PepsiCo to local heroes like CDPH and the Chicagoland Retail Sector Center

Ogilvy — Creative & Design Consultant

JULY 2016 - PRESENT

- Assist agency teams on design, creative direction, and strategic marketing on client, new business, and internal agency campaigns
- Helped bring in over \$1M in new business wins

VSA Partners — Creative & Design Consultant

JUL 2017 - OCT 2019

- Developed strategic lifestyle-driven marketing for high-end commercial and residential building material brands
- Solved unique luxury homeowner needs through products and strategic educational resource creation
- Crafted several 7,000 sq.ft. product showcases for an international group of home builders and interior designers

FleishmanHillard — Creative & Design Consultant

MAR 2016 - FEB 2017

- Lead a team of designers, art directors, and copywriters in development of marketing materials for multiple product launches, new business pitches, and client campaigns
- Creative Directed the first-ever digital content helping modernize a heritage national CPG brand while repositioning their consumer experience

MKTG — Full time Creative Director, Art Director, Senior Graphic Designer

OCT 2011 - JAN 2016

- Concepted, designed, and executed experiential marketing programs for national and international brands such as Nike, Gatorade, Quaker, PepsiCo, and Best Buy among many others
- Directed a revolutionary in-store retail service experience from a six-store pilot to a nation-wide overhaul that continues to grow

Hollaback! — Chicago Site Director

JUL 2011 - JAN 2017

- Founded and launched the Chicago chapter of a global grassroots initiative that raises awareness and combats sexual harassment and discrimination through first-person storytelling, awareness, data collection, and bystander intervention training
- Advocated for and empowered individuals, managed media, volunteers, and the web and social presence

OTHER SKILLS + INTERESTS

Creative Direction, Marketing Campaigns, Branding, Brand Management, Graphic Design, Social Media, Product Development, Project Management, Vendor Relationships, Budget Management, Experiential Marketing, Public Relations, Communications, Space Planning, Interior Design and Styling, Teaching and Mentoring, Flywheel Letterpress, Expressionist Painting, and Spoon Collecting.