

Katie Collins Head of Creative/Art Director

www.katiecollinsdesign.co.uk

Password: whatkatedesign

Contact

07938103407

hello@katiecollinsdesign.co.uk

41 Bowling Green Road,

Stourbridge, DY8 3TY

Profile

A strategic and conceptual thinker, always working with the audience front and centre of all projects, creating concepts that brings strategic insights to life, visually tells a story, and resonates with the right people to drive impact and hit them right in the feels.

A varied experience in creative agencies; crafting advertising, branding, events and digital concepts for B2B and B2C clients. Heading up a team of creatives to ensure deadlines, productivity and leading in the introduction of new technologies and design solutions. Working harmoniously with copywriters and producers as needed. Positive outlook and efficient in communications.

Experience

Story, part of Mission Group. Art Director/Head of Design. BHX/UK - Present

HDY agency. Head of Creative/Art Director. BHX/UK - 2018-2022

HDY is an award-winning content marketing agency based Birmingham who specialise in content strategy, planning, delivery and digital.

Working from a brief generating conceptual work within set budgets and time lines. Ensuring a high standard of visual execution across all media, events and campaigns. Leading and motivating a multi-disciplinary team to push the boundaries and achieve the vision of a project from concept to output, within budget and deadline. Presenting and pitching to existing and prospective clients.

Happy Giraffe. Junior/Mid weight/Senior Designer. BHX//UK - 2014-2018

Brand creative for award-winning, top 100 design agency and top 30 digital agency. Specialising in B2B and B2C re-brands, digital and creative designs, with experience in hospitality and education sectors. Design conceptual work both in branding and digital campaigns for new business pitches. Presentations and workshops with the wider team and clients. Create designs for a variety of communication materials including: Advertising, POS, branding and marketing projects/campaigns. Develop digital designs such as social media graphics and website/app layouts.

Virgin Active. Interior Design placement. LDN/UK - 2014

Mooch Creative. Creative placement. BHX//UK - 2013

Education

BA Hons Graphic Communication. 1st class degree - 2015

D&AD Short Course. Creative Direction - Advertising and Branding - 2021

UAL Art Direction. Art Direction - 2022

Awards

The Drum Roses Awards 2021. Bronze. Illustration/Animation

The Drum B2B Awards 2021. Silver. Content Marketing design