

katharina woodworth

qualifications

- Dynamic, innovative leader with powerful ability to translate company vision into brand visuals.
- Unique talent to listen to clients and identify marketing needs, and lead team through successful execution.
- Experienced in creative and technical environments, in start-ups and Fortune Global 100 corporations, as well as companies serving the Fortune 500.
- Extensive background in editing, content, web and print design.
- Driven to help clients focus on creative business strategy, initiate or refresh look and feel of product, and market to achieve growth objectives.

experience

creative director + designer | attachmate | seattle, wa | 08-09

Summary: Drove rebranding campaign across business and channel domains for a large multinational software company. Redesigned all product wraps, art, web presence, product documentation and corporate presentation materials. Managed design development efforts of internal and contractor staff. Directed and coordinated art efforts across product lines, ensuring a consistent corporate voice and style.

Details:

- Managed corporate rebranding, refreshing obsolete material into a sleeker, contemporary design. Completed and updated 7 new looks (1 corporate, 6 product families) in 6 months.
- Consolidated over 25 presentations for international sales event, reflecting a consistent look and feel to support entire brand.
- Increased efficiency of redesign, utilizing contract staff for layout and focusing efforts on creating design.
- Generated support and approval from over 20 executives for re-branding high-profile corporate and product family materials, including the leader in enterprise mainframe software, providing solutions to Fortune 500 companies such as Continental Airlines, Walmart and IKEA.
- Developed image concepts for product image campaign and updated messaging, enhancing appearance of modern products.
- Created presentation templates for sales, investor and corporate presentations, generating increased market share at Fortune 500 companies and public sector agencies.

creative marketing manager | vantos | seattle, wa | 07-08

Summary: Lead design and rebranding efforts for an international software company. Redesigned all web presence, product documentation, corporate, investor and sales presentation collateral. Directed design development efforts of employees and contractors. Reported directly to VP of Marketing, and worked closely with developers and IT staff.

Details:

- Coordinated design, writing and revisions of technical user guide, integrating development staff input, to generate comprehensive education and training material for internal staff, within 3 months.
- Integrated multiple portal websites into legacy software to enhance customer concept absorption, increasing customer satisfaction.
- Increased efficiency of redesign, utilizing contract staff for layout and focusing efforts on creating design.
- Strategized business and marketing plans, including messaging, visual identity and media, implementing guerilla marketing tactics, to achieve increased client satisfaction within budget.
- Directly managed contract staff in creation and revision of marketing documentation.
- Optimized customer inquiry methods through cross-functional integration of reporting resources, generating in-depth, easily understood product documentation.
- Trained IT staff in technical writing, for client standards and timelines.
- Developed rapport with software engineering team, identifying strengths and maximizing talents to fulfill close-interval objectives.
- Interviewed, engaged and retained field-leading contract staff for multiple projects, preventing delays in achieving deliverables.
- Proposed reduced cost marketing strategies that were approved by senior management, saving the company an excess of \$67,000.

creative direction + designer | t-mobile | bellevue, wa | 05-06

Summary: Designed, created and maintained content and branding including Sales, Support, product launches, internal and external web sites, external CDs, online help documentation and printed instructional booklets on a range of wireless devices.

Details:

- Designed product material packaged in-box with purchased cell phones, transforming complex issues into easily understood formats, increasing product popularity and demand.
- Interviewed, engaged and retained field-leading contract staff for multiple projects, preventing delays in achieving deliverables.
- Optimized customer inquiry methods through cross-functional integration of reporting resources, generating in-depth, easily understood product documentation.

lead designer | vantek comm | eureka, ca | 00-05

Summary: Designed, edited and maintained 10+ sites and content for the telecommunications, electronics and marketing industries.

Details:

- Propelled TheDigest.com and Telcompare.com to #1 and #2 listings out of 121 million search engine referents, beating Fortune 500 competitors, such as Qwest, Verizon, T-Mobile, Sprint and AT&T.
- Envisioned and distilled fresh messaging for Fortune 1000 companies, startups and small businesses, working within severe budget restraints.
- Visually translated brand messaging to website and landing pages, boosting site conversion by 50% and sales by 30%.
- Served as chief copywriter and web editor for online telecommunications magazine. Reviewed over 3000 pages for consistent brand presentation.
- Rewrote copy and search engine optimization increasing online traffic by 95% and generating affiliate revenue within 2 months.

creative director | artsy fartsy design | seattle, wa | 94-present

Summary: Managed editorial content, web development, graphic design for 30+ businesses in software, telecom, financial, legal, real estate, non-profit, arts and retail industries.

Details:

- Updated outward-facing websites & optimized search engine implementation, for increased clarity of mission, expanding site traffic by additional 50%.
- Envisioned and distilled fresh messaging for Fortune 1000 companies, startups and small businesses, working within severe budget restraints.

education

degrees + certifications

- B.A. - Writing, Graphic Design, Painting – Evergreen State College, Olympia, WA.
- Certification – Copyediting w/Chief Copyeditor at Random House - New York, NY.
- Certification – Search Engine Optimization - Web Position Gold - Eureka, CA.
- Registered Counselor in Washington State.
- Certifications – Counseling Arts.

technical skills

Photoshop, Illustrator, InDesign, HTML, XML, JavaScript, CSS, FTP, SharePoint, Dreamweaver, Word, RoboHelp, Framemaker, Visio, PageMaker, Acrobat, PowerPoint, Flash.

language skills

Fluent in German, conversant in Spanish.

contact

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