

KATHRYN MASSEL

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PROFILE

Passionate Graphic Designer with a proven track record of conceptualizing, implementing, and managing design projects through all phases. Recognized for strong typographic and color skills, with a commitment to clean, sophisticated design and clear, impactful messaging. Skilled at building and maintaining strong client and vendor relationships and collaborating with internal teams to deliver creative solutions on time and within budget. Highly organized, self-motivated, and detail-oriented, with a keen focus on quality control.

EXPERIENCE

1997-Present

Art Director / Graphic Designer (Contract Design)

DZYN, LLC, Chicago, IL

Graphic design firm

I help clients build and strengthen their brands through strategic and impactful design. My expertise spans print and digital integrated marketing communications (IMC) with a focus on positioning new products and services. I specialize in designing identities, corporate collateral, advertising, environmental graphics, editorial, event/conference/trade show materials, and online campaigns. Oversaw press checks and directed photo shoots to ensure high-quality execution. I collaborate with freelance talent, copywriters, programmers, printers, and other partners to develop on-strategy concepts for both large-scale and smaller promotional campaigns. My experience in in-house and agency creative operations enables me to adapt to diverse project needs and deliver exceptional results.

Clients: Alight Solutions, Allianz Global, Allstate, Banta Healthcare, Beermann Swerdlove LLP, Blue Cross Blue Shield Minnesota, Chicago Software Assoc., Conagra Foods, Edelman Public Relations (Chicago/New York), Forsythe Technology, The John Buck Company, McDonald's Corporation, Ruder Finn PR, SETNA iO, Schwartz Cooper Chartered, Telegation Inc., Unimed Pharmaceuticals, UPS, Zeller Realty Group

1995-1996

Managing Director, Creative Services

Parallax (A Ruder Finn Company), Chicago, IL

Integrated Marketing B2B tech agency

Promoted after establishing an in-house creative department. Shaped design strategy and execution for high-profile tech brands, overseeing branding, advertising, IMC, and event/trade show materials.

- Directed and executed branding, advertising, IMC pieces, and event/trade show materials.
- Ensured the quality and consistency of all design projects, including final print production.
- Managed a team of three designers and freelance contributors.
- Directed photo shoots, vendor relations, and print production.
- Developed project estimates, schedules, and budgets.
- Established workflow processes to improve efficiency.

1994-1995

Graphic Designer/Art Director

Parallax (A Ruder Finn Company), Chicago, IL

Recruited as a Graphic Designer for Ruder Finn's integrated marketing tech division, Parallax Technology, I built and led an in-house creative department. My responsibilities included:

- Collaborating with internal teams to deliver creative solutions on time and within budget
- Managed vendor relationships and oversaw print production.
- Created estimates, schedules, and negotiated contracts.

Clients: Ameritech, ACNielsen, ARCH Venture Partners, Chicago Software Association, Comdisco, Keebler, Ruder/Finn PR

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1992-1994

Graphic Designer / Production artist

Mirbach & Co., Inc., Westport, CT

Direct Marketing for consumer technology brands

- Design & production of direct mail packages
- Oversaw pre-press electronic production
- Trained new staff on the disk-to-film process

Clients: Mathcad, Symantec, Intel

1989-1992

Graphic Designer / Production artist

CUC International, Inc., Stamford, CT

Direct Marketing for consumer services

- Production & design for direct mail packages and fulfillment kits
- Managed all design phases, from concept to press approvals
- Supervised freelancers and computer artists as needed
- Trained colleagues on the disk-to-film process

Clients: Citibank, Chase Manhattan, TWA

EDUCATION

Rhode Island School of Design, Providence, Rhode Island

BFA in Graphic Design

The School of Design, Basel, Switzerland

Additional studies in Typography and Poster Design

AWARDS

Design Observer ~ Book Cover Design

50 Books | 50 Covers Nominee

Issued by AIGA

Best Brochure Design

Issued by Chicago Software Association

Website of the Week

Recognized by Yahoo for designing a website that tracked the transportation of Keiko, the killer whale from Free Willy.

SOFTWARE

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat)

AFFILIATIONS

American Institute of Graphic Artists (AIGA)

INTERESTS

Competitive sailboat racer—strategic, detail-driven, and always adapting to changing conditions.