



KATIE CRANLEY
design + art direction

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EXPERIENCE

ORCHARD *Director of Brand Design* *March 2020-Present*

Leading all brand and product marketing initiatives from concept to execution including social, digital, print and OOH. Lead, developed and maintained brand guidelines across all channels.

HUGE *Senior Art Director* *March 2019-March 2020*

Leader of creative integrated marketing for Vanguard and Realtor.com, two of the agencies largest creative accounts. Other clients include Google and Eargo.

HUGE *Art Director* *March 2018-March 2019*

Leader of creative integrated marketing for Vanguard, one of the agencies largest create accounts. Other clients include Wells Fargo, McDonald's and Broadridge.

HUGE *Senior Visual Designer* *March 2017-March 2018*

Launched a fully integrated 360-marketing campaign for Zelle, a peer-to-peer payment product created by seven of America's largest financial services institutions.

HUGE *Visual Designer* *July 2016-March 2017*

Lead concept and execution for integrated experiences for Morgan Stanley and MakerBot.

HUGE *Associate Visual Designer* *August 2015-July 2016*

Collaborated with a team to design and develop a fully responsive new card acquisition experience for American Express.

HUGE *Business Development Designer* *June 2014-August 2015*

Organized and designed for Huge's thought leadership, agency marketing and public relations efforts, while simultaneously contributing to numerous new business winds that helpoed scaled Huge into new product marketing offerings and geographies.

EDUCATION

Syracuse University Class of 2014
School of Visual and Performing Arts
BFA Communications Design

SKILLS

adobe creative suite
photography
illustration