

# KATIE DOUGHERTY

Art Director

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## EXPERIENCE

Contravent Sr. Art Director | 2019 - Current

**Adobe, NICE inContact, Masergy, and Instructure**

- Developed the new brand system for Adobe Experience League
- Led the site redesign for NICE inContact
- Learned that Sketch doesn't always involve a pen and paper

BBDO San Francisco Art Director | 2016-2018

**Uncle Ben's, Wells Fargo, Barbie, Hot Wheels, and HP**

- Created the Uncle Ben's Canceled Homework Campaign which gained 546MM earned impressions
- Worked on everything from tiny banner ads to larger than life video shoots
- Became an expert in rice, making dogs talk, and googling financial terms

BYU AdLab Art Director | 2013-2016

**Stance, Levis, Nike and JW Marriott**

- Created and pitched advertising strategy and creative campaigns
- Won a Gold Addy for Film, Video and Sound Television Advertising

Laycock Center Art Director | 2014-2015

**US State Department and Faith Counts**

- Produced two film commercials for Faith Counts, an interfaith collaboration nonprofit organization

mcgarrybowen Creative Intern | Summer 2014

**Aussie Hair (PG&E) and Verizon**

- Created a 360 campaign that included packaging, social, film, print, in-store displays, and app design for the launch of Aussie Hair's newest hairspray

Ken Garff Automotive Social Media Intern | Spring 2012

- Developed and implemented a best practices guide for 50 dealership social media channels

## EDUCATION

Advertising Major & Advertising Design Minor | Spring 2016

**Brigham Young University**

## SKILLS

Photoshop, Indesign, Illustrator, XD, Sketch and Lightroom