

KATY KOETTING

EDUCATION

UNIVERSITY OF CINCINNATI

College of Design, Architecture, Art, & Planning
Cincinnati, OH

GPA: 3.89/4.0; Dean's List

Degree: Bachelor's of Science, Graphic Communication Design

Graduation: May 2019, with Honors

Participated in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.

ORONO HIGH SCHOOL

Orono, MN

GPA: 3.75/4.0

Graduation: June 2014

WORK EXPERIENCE

GREY MIDWEST | DESIGNER

Cincinnati, OH; June 2019 - Present

Created eCommerce and advertising solutions for international brands. Worked on branded experiences via Amazon, email, video, and social channels. Completed projects on short timelines, with a diverse group of team members.

DOBLIN | DESIGN CONSULTANT

Chicago, IL; September - December 2018

Participated in primary and secondary research, followed by analysis and design, to understand and develop solutions for the future of businesses and consumer experiences. Created solutions focused on human centered design over the course of several months, working alongside coworkers outside of the design field.

LPK | JUNIOR DESIGNER

Cincinnati, OH; May 2017 - May 2018

Integrated design thinking into branded packaging and experiences. Worked on a team of designers, researchers, and writers to develop thoughtful, clever, and meaningful solutions to a variety of design challenges. Focused primarily on food products, feminine care, and personal health care. Completed projects on tight deadlines.

CBX | JUNIOR DESIGNER

Minneapolis, MN; January - May 2016

Created package design solutions for both national and local brands, including Pillsbury, McCormick, and Yoplait. Practiced design thinking, strategic planning, and used the Adobe Creative Suite to work on a wide variety of projects, such as brand redesigns and line extensions.

AWARDS

AAF | CINCINNATI ADDY'S Student Gold Award

Guerilla Marketing / Ambient Media
February 2020

Awarded to DAAP Senior Capstone project The Palace.

AAF | CINCINNATI ADDY'S Judge's Choice

Student Entries
February 2020

Awarded to DAAP Senior Capstone project The Palace.

LET'S CHAT

katykoetting@gmail.com | 763.291.7660 | koettingdesign.com