



Catherine Walker

Art Direction + Design

Creative/art director and graphic designer experienced in digital, print, direct, catalog, and TV for B2C and B2B advertising and marketing. I create smart brand-focused, integrated visual communications expressed with a contemporary aesthetic. I approach all projects, big or small, as opportunities to apply strategic, results-driven solutions.

With both agency and freelance experience, I've created campaigns, comprehensive design systems, and visual solutions for iconic brands as well as independent businesses. In recent years, I've collaborated with teams to develop brands, launch new businesses (branding, website UI/UX, and marketing), and revitalize companies, including rebranding a manufacturing company with over 90 years of history.

FREELANCE EXPERIENCE

Brand+Aid | Creative/Art Director | Chicago

University of Colorado Denver (College of Arts & Media), Datapult (Association of Public Health Laboratories), Freedom from Hunger, Labconco Corporation, Priority Logistics, Wheat State Credit Union, Wilson Advisory Group

Grameen Foundation | Creative/Art Director | Chicago/DC

CG Advertising | Creative/Art Director | Chicago

CDW, Direct Energy, The Morton Arboretum, Sandee Plastics, Tribune Company, VarCity Apparel

Future Factory | Creative/Art Director | Chicago

Funeralocity, Future Factory, GuideStar Research

FYi Advertising | Creative/Art Director | Chicago

Allstate, Duke Medicine, Froedtert & The Medical College of Wisconsin, Manpower, PHRMA

DDB | Senior Art Director | Chicago

Alltel, Anheuser-Busch, Cardinal Health, Deloitte Consulting, The Home Depot, Hoover, Nokia, Purina, State Farm Bank

AGENCY EXPERIENCE

Abelson-Taylor | Senior Art Director | Chicago

Abbott, Amgen, Aventis, Biogen Idec, Genentech, ICN Pharmaceuticals, Solvay, Takeda, TAP Pharmaceuticals

DraftFCB | Senior Art Director | Chicago

Civitas, Sprint, United States Postal Service

OgilvyOne | Senior Art Director | Chicago

Ameritrade, Equal, Donnelley Marketing, Good Humor-Breyers (Popsicle), Hewitt Associates, Kraft (Good Seasons, Miracle Whip, Oscar Mayer, Philadelphia Cream Cheese, Post), Sears (Auto Center, Kenmore), Wilson Sporting Goods

McCann Healthcare | Senior Art Director | Chicago

Advanced Care Products, Baxter, Johnson & Johnson, K.K. Standard, Marion Merrell Dow, Memorial Sloan-Kettering

BB&L | Art Director | Chicago

Electronic Realty Associates, Wilson Sporting Goods

EDUCATION

Bachelor of Fine Arts in Graphic Design | University of Illinois at Urbana-Champaign





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CLIENT LIST

AET (Advanced Extruder Technologies)

Ambrosi (Chicago & Atlanta) | The Home Depot, Linens 'n Things, Office Depot

American Osteopathic Association (AOA)

AmeriFirst Financial

ArtsBoston

Brann | Sears

Canteen Communications | Aegis Corporation, Cook M&A, Haggerty Auto Group, HERE, JLB+Partners, Rady Children's Hospital

CU Denver Business School | Health Administration Research Consortium

DirectorSearch

Eicoff | AARP

Fingerprint | Alcresta Therapeutics (RELIZORB), Almatica Pharma (Loreev XR, Sertraline), American Regent (Multrys, Tralement), Botanix (Sofdra), Jazz Pharmaceuticals (Modeyso), Lantheus (Definity, Pylarify), Mallinckrodt (INOMax EVOLVE DS), Neurelis (Corporate, Valtoco), Puma Biotechnology (Nerlynx), Ultragenyx (Dojolvi, Fayuvi, Genglycos)

GA Communication Group | Hospira, Upsher-Smith

Gordon Hanrahan | Chili's, Knorr, Kraft

Harvard T.H. Chan School of Public Health | Giving Societies Brand Development

+Intention | Creospan

Language Stars

Leo Burnett Customer Group | United States Postal Service

Lott Sports Management

McDonald's Corporation | Investor Relations, Annual Reports

Merkle/New Control | Bristol-Myers Squibb, Gerber, NEOS Therapeutics, Sanofi

The Morton Foundation

R.R. Donnelley Financial | Countrywide Bank, Countrywide Financial, MBNA, Washington Mutual

Weissman Federal Strategies

1508 Inc. | Austin-Lehman, Zoom Shop, Zurich Insurance

