

# Katie Griffin

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## About

A seasoned designer and purpose-driven creative, I believe great design does more than look good—it makes an impact. With a background in both graphic design and sustainable urban design, I explore the intersection of visual communication and the built environment to create experiences, touchpoints, and spaces that connect dynamically to human needs and behaviors.

## Education

**BACHELOR OF SCIENCE**  
Graphic Information Technology  
Arizona State University  
*Ira A. Fulton School of Engineering*  
Tempe, Arizona

**MASTER OF FINE ARTS**  
Graphic Design & Visual Literacy  
Academy of Art University  
San Francisco, California

**CANDIDATE: MASTER OF SCIENCE**  
Smart & Sustainable Cities  
Trinity College Dublin  
Dublin, Ireland

## Software

Adobe Creative Suite  
Sketch + Figma  
Salesforce CRM  
Office 365  
G-Suite

## Experience

### TRINITY COLLEGE DUBLIN

#### MSc Graduate Student: Smart & Sustainable Cities — Present

- Engaging in advanced research and analysis of urban planning, sustainable infrastructure, and smart city technologies, applying these insights to develop innovative solutions for modern urban challenges
- Collaborating on multidisciplinary projects focused on enhancing city resilience and sustainability, leveraging data-driven design strategies to create urban environments that balance efficiency, aesthetics, and human-centered functionality

### NUVOLUM—SAN FRANCISCO, CA

#### VP Creative — July 2020-July 2021

- Senior leadership role at healthcare marketing and advertising firm responsible for driving creative vision, managing design teams, and aligning creative efforts with client goals
- Outlined and guided strategic direction and execution of creative initiatives, ensuring consistent brand messaging and delivering innovative design solutions

#### Creative Director — May 2017-July 2020

- Directed design team responsible for all creative and visual design across multiple marketing channels, including print, web, and social
- Responsible for shaping and elevating client and in-house brand identities and customer experiences

#### Art Director — October 2014-May 2017

- Managed and directed brand development, corporate identity, web design, and advertising design for 50+ client base
- Lead and inspired small team of designers and motivated creative excellence and innovation

### COLECCIÓN INTERNACIONAL DEL VINO—SACRAMENTO, CA

#### Graphic Designer — February 2013-October 2014

- Sole graphic designer for largest US-based Spanish wine importer and distributor, responsible for all U.S. advertising and design of 35+ Spanish wine labels
- Designed all graphics and point-of-sale materials, including bottle labels, packaging, in-store displays, and marketing materials