

katie griffin

about

A multidisciplinary designer and creative strategist specializing in brand, identity, and concept-led campaigns. I focus on how visual communication influences behavior and connection, creating clear, purposeful design systems that show up consistently across physical and digital touchpoints.

education

2024–2025

MASTER OF SCIENCE

Smart & Sustainable Cities

Trinity College Dublin

2021–2024

MASTER OF FINE ARTS

Graphic Design & Visual Literacy

Academy of Art University

BACHELOR OF SCIENCE

Graphic Information Technology

Arizona State University

Ira A. Fulton School of Engineering

skills + tools

Design & Communication

Visual storytelling, branding, brand identity systems, communication design, environmental spatial design, placemaking + experiential design, wayfinding, messaging frameworks, campaign ideation + strategy, prototyping, social media design

Data & Visualization

Information design, data storytelling, narrative framing, GIS (basic), spatial analysis, Dashboard interface visualization, Research synthesis

Technology & Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Substance 3D, Premiere), Figma, Sketch, PowerPoint (design & strategy)

Collaboration & Leadership

Multidisciplinary teamwork, stakeholder engagement, communication strategies

experience

SMART DUBLIN, DUBLIN CITY COUNCIL — DUBLIN, IRELAND

MSc Graduate Research Placement — Spring + Summer 2025

- Collaborated with data researchers to develop design system and urban-focused data visualization project for public-facing communication and civic engagement
- Engaged in advanced research and analysis of urban planning, sustainable infrastructure, and smart city technologies, translating complex data into accessible public communication through design storytelling and GIS mapping

SANTA REPARATA INTERNATIONAL SCHOOL — FLORENCE, ITALY

MFA Graduate Spatial Design Residency — Summer + Fall 2022

- Spatial design residency focused on the relationship between art, architecture, graphic design, and the design of public space
- Conducted immersive, site-based research through intensive sketching, visual analysis, and cultural study to explore spatial identity and design within Florence's historic urban presence and influence on contemporary citymaking

DESIGN & STRATEGY CONSULTING

Selected Clients — 2021–Present

- Maintained contract-based design practice alongside graduate study, delivering branding, visual identity, wayfinding, and visual communication work for select clients
- Developed clear, human-centered visual systems across print, digital, spatial, and environmental formats informed by research, brand identity, and user needs

NUVOLUM — SAN FRANCISCO, CA

Creative Director — May 2017–July 2021

- Senior leadership role at healthcare marketing and advertising firm, guiding creative vision, aligning design outcomes with client goals, and ensuring consistent brand messaging across initiatives
- Directed and supported design teams responsible for multi-channel design and communication, shaping and elevating client and in-house brand identities across print, web, and social platforms

Art Director — October 2014–May 2017

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

COLECCIÓN INTERNACIONAL DEL VINO — SACRAMENTO, CA

Graphic Designer — February 2013–October 2014

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