

## about

A seasoned designer and creative strategist with a focus on the built environment and the relationship between people and the spaces they inhabit. Guided by a passion for sustainable urban solutions, I explore the intersection of visual communication and environmental design to create spaces, touchpoints, and visual experiences grounded in human needs and behaviors.

## 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, environmental graphic design, placemaking

### Urban & Environmental Strategy

Sustainable urban strategy, urban resilience, policy analysis

### Data & Visualization

Information design, data storytelling, GIS (basic), spatial analysis

### Technology & Tools:

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

### Collaboration & Leadership

Multidisciplinary teamwork, stakeholder engagement, communication strategies

### Project & Digital Management

Office 365, G-Suite, Salesforce

# katie griffin

## 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 Spacial 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, 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 visual 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