

KATIE DOLEJSI

dolejsidesign.com

katie@dolejsidesign.com

206-261-8754

SKILLS

Leadership & Collaboration

- ♦ Creative Direction
- ♦ Design Mentorship
- ♦ Brand Governance
- ♦ Stakeholder Presentations
- ♦ Cross-Functional Leadership
- ♦ Project Management

Brand & Visual Systems

- ♦ Brand Identity
- ♦ Design Systems
- ♦ Component-Based Design
- ♦ Visual Identity
- ♦ Art Direction

Digital & Product Design

- ♦ UI Design
- ♦ UX Design
- ♦ Responsive Design
- ♦ Website Design
- ♦ Wireframing & Prototyping

Marketing & Communication

- ♦ Digital & Print Design
- ♦ Campaign Design
- ♦ Presentation Design
- ♦ Data Visualization

Environmental & Experiential

- ♦ Environmental Signage
- ♦ Interior Signage

SOFTWARE

- ♦ Figma
- ♦ Adobe Creative Suite
- ♦ InDesign
- ♦ Illustrator
- ♦ Photoshop
- ♦ PowerPoint

ABOUT

Senior Brand & Visual Designer specializing in retail marketing, brand systems, and omnichannel campaigns across digital, print, and in-store environments. Combines hands-on design expertise, creative leadership, and cross-functional collaboration to create engaging customer experiences.

EXPERIENCE

GIANT EAGLE/MARKET DISTRICT, Senior Designer (March 2022 - March 2026)

- ♦ Led the evolution of brand systems for Giant Eagle, a regional grocery retailer, and its myPerks loyalty program, establishing visual standards, design libraries, and scalable frameworks across digital, in-store, and promotional channels.
- ♦ Provided creative leadership on omnichannel campaigns spanning websites, landing pages, email, social media, paid advertising, loyalty marketing, and in-store experiences.
- ♦ Partnered with marketing, product, loyalty, merchandising, and project management teams to align creative execution with business objectives and customer engagement goals.
- ♦ Served as a brand steward and mentor to fellow designers, providing guidance, feedback, and best practices to support consistent, high-quality creative output.

ENVIROISSUES, Senior Visual Designer, Project Lead (February 2021 - January 2022)

- ♦ Led creative development and production of outreach campaigns for Waterfront Seattle and other public-sector initiatives, coordinating with multidisciplinary teams and establishing visual standards across project communications.
- ♦ Developed comprehensive branding guidelines, support materials, and presentations for multiple city and state departments, enhancing their visual communication strategies.
- ♦ Delivered accessible, visually-driven communications catering to diverse learning styles and language needs, providing design expertise to support community projects aimed at improving lives.

DOLEJSI DESIGN, Senior Visual Designer, Art Director (2010 - Present)

- ♦ Developed brand identities and scalable visual systems for startups, nonprofits, and corporate teams, applying user-centered design principles to create clear, engaging experiences across digital and print.
- ♦ Led the design of a comprehensive brand and website for REACH! South Africa, a nonprofit advancing early childhood education in underserved rural communities—supporting the launch of its first model preschool and broader mission expansion.
- ♦ Directed creative strategy and design execution across multiple client engagements, leading stakeholder presentations, guiding project direction, and ensuring alignment with business goals, timelines, and brand standards.

MICROSOFT, HoloLens Optics, Senior Visual Designer (Contract, 2020)

- ♦ Created presentations, data visualizations, and communication materials supporting Microsoft HoloLens optics research and engineering initiatives.

Visual Designer, Contract — Robert Half, Creative Circle

(Contract, 2014 - 2021)

Provided creative services for Amazon, Concur, Elektrobit, Lease Crutcher Lewis, Merrill Gardens, Microsoft, Paul Allen Institute for AI, Windermere

EDUCATION

School of Visual Concepts, Seattle, Washington

Completed UI/Visual Design Certificate Program, 2018-2019

Bachelor of Arts, Graphic Design

Central Washington University