

# Katie Cordasco

Creative Director | Partner



#### Contact

973.337.5872 info@cordascodesignllc.com

### **Skills**



- Branding | Identity
- UI/UX | Online Media
- Event Materials
- Graphic Design
- Project Management

Illustration brought me into this field and I still enjoy creating handmade gifts, invitations, card sets, bookmarks and journals.

#### About

With over 20 years of experience, I began my career in fashion and retail marketing, developing sign kits, displays, private-label packaging, direct mail, and catalogs. I gained hands-on experience as a print buyer and traffic coordinator, managing vendor relationships for partnership marketing, co-branded events, and photoshoots. Today, I create and manage initiatives across industries, collaborating with corporate clients, business owners, and cross-functional teams to elevate brands.

# **Core Competencies**

Art Direction | Project Management | Page Layout & Production Partnership Marketing | Brand Guidelines | Retail Marketing Illustration | Collaboration | Visual Identity | Web Graphics

### **Education & Certifications**

Bachelor of Fine Arts | 2001 William Paterson University of New Jersey, Wayne, NJ

### LinkedIn Learning Certificates | 2020

- UX Design: 1 | 2 Analyzing User Data
- HTML Essential Training
- After Effects Essential Training

## **Career Progression**

**Big M, Inc.** Mandee, Annie sez & Afaze Toys "R" Us Babies "R" Us Cordasco Design
Designer | Partner

Flight Centre Travel Group, USA
Liberty Travel, GOGO Vacations
& Travel Associates

Cordasco Design Designer | Partner

Graphic Designer Staff 2001 - 2006 Senior Designer Staff 2006 - 2007 Creative Director 2007 - 2020 Graphic | Web Design Contractor 2015 to Staff 2016 - 2020

Creative Director 2023 - present