

katie mcvea creative

director + designer + educator

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THE UNIVERSITY OF
**SOUTHERN
MISSISSIPPI**
PRESENT

School of Art & Design -
Adjunct Professor

2023

2022

2021

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

LSU

2020 - AUG 2023

MASTERS OF FINE ARTS (completed)

ASSISTANTSHIPS:
School of Art & Design - Graphic Design Instructor
Office of Research & Development - Lead Creative

Book of Art - Beyond the Surface

- District 7 (5 States) - Gold Addy ★★
- Local Addy - Silver Addy

Thesis Exhibition - My Promise to Nature

- Featured Artist in Country Roads Magazine

Publicis
HAWKEYE

OCT 2016 - FEB 2018

Terminix (Dedicated Client)
USAA/Medicare
New Business

RESPONSIBILITIES:

- Brand Cohesion
- Concept/Execution
- Data Driven Personas
- Product Awareness
- Quality Control
- Sales Support &
- Creative Strategy
- Customer Experience
- Consumer Targeting.

tpn

DEC 2006 -
OCT 2012

Gatorade (2.5 years)
Gatorade Thirst Quencher, G2, Propel
Tropicana (1 year)
Cricket, Muve Music (2.5 years)
Mead Westvaco, Altria (1 year)
New Business (6 years)

Elevate
GROUP

JAN 2006 -
DEC 2006

Dallas Cowboys Merchandise Catalog ★
American Luggage Dealers Association, Braum's,
Steven Michael Variable Data Campaign,
Elevate Group branding

**mcvea
creative**

2013 - PRESENT

MAIN CLIENTS:

Raising Cane's (5 months)
Propac Marketing • Frito-Lay
(15 months - 2014, 2016)
Nattera International
(5 months)
Political Campaign Manager
(7 month relocation project)

OVER THE YEARS:

| | | |
|---------------|---------------------|-----------------------------|
| TEJ Agency | Haul Off | Lamps and Lighting |
| Lender Insure | Food Therapy | Old Neighborhood Grill |
| Jet Track | Creative Circle | NDA (National Dance Assoc.) |
| Vitamin T | Grin Marketing | NCA (National Cheer Assoc.) |
| Microseal | Floyd's Formal | David Richardson Builders |
| Netchex | Polaris Contractors | DAA - Baton Rouge General |

TracyLocke

INTERNSHIP
MAY 2005 - AUG 2005

Hampton Inn, Harrah's Casino,
7-Eleven, Pizza Hut, Frito-Lay,
Dallas Stars Hockey Team, Pepsi



THINK

| | |
|---------------------|----------------------|
| Brand Development | Creative Strategy |
| Corporate Identity | Integrated Marketing |
| Concept Development | Direct Marketing |
| Problem Solving | Sales Promotions |



COMMUNICATE

| | |
|-----------------------|-------------------------------|
| Print Advertising | Presentational Products |
| Experiential Graphics | Sales Force Communications |
| Promotional Products | Customer-Specific Marketing |
| Brand Merchandising | Retail and Shopper Marketing |
| Guerrilla Marketing | Online/web/mobile Advertising |



EXECUTE

| | |
|--------------------|----------------|
| Concept Refinement | Point-Of-Sale |
| Logo Design | Social Media |
| Packaging | Website design |
| Printed Collateral | Web banners |
| Direct Mail | UX UI Design |

EDUCATION



**MASTERS OF FINE ARTS
BACHELOR OF FINE ARTS**

CONCENTRATION GRAPHIC DESIGN
MINOR: PHOTOGRAPHY

APPLICATIONS & PROFICIENCY



Microsoft **Office**

