

KATIE STRAUB

283 South Finley Ave,
Basking Ridge, New Jersey,
United States

p: 5703284925

e: karstraub@gmail.com

w: katiestraub.crevado.com/

l: katieStraubdesign (LinkedIn)

SUMMARY

Through creative art direction, fiscal responsibility, and understanding of consumer trends and needs, I visually inspire the customer to aspire to a lifestyle decision through purchasing and brand loyalty.

Proven track record building and implementing a broad range of revenue-generating design projects, from conception to launch. Intuitively adapt to new technology and innovative processes while insuring compliance with corporate standards.

SKILLS

- Create and direct lifestyle photography, product photography, and video, for global retail brands.
- Seamless coordination, including the hiring and managing of photo crews (tech, talent, and support) for studio and location shoots
- Edit and lead image review and direct retouching work.
- Manage the creative process and oversee budget from initial concept through delivery.
- Chameleon like ability to determine direction of the story/campaign, brand audience, story message, budget, and timeline on multiple projects.
- Strong background in digital file formats, layout, color and typography.
- Broad range of knowledge of studio equipment and set building design and construction.
- Software: Mac OS, Windows, Adobe Creative Suite, Capture One
- Portfolio available at <https://katiestraub.crevado.com/>

EXPERIENCE

KATIE STRAUB DESIGN Basking Ridge, NJ
Independent Contractor. 01/2014 – present

Photo Art Director, Rugs USA, Inc Cranbury, NJ February 2019-Present

- Elevated the brand's photography studio through new equipment purchases and optimization of existing teams skill sets.
- Transformed the dynamics of the studio by redesign of existing sets and build out of new and interchangeable set parts to increase set production and design options.
- Optimized budget through negotiating contracts and obtaining low cost solutions for props and equipment while meeting demanding timeline.

Home Staging Services

- Provided detailed room by room design assesment
- Purchase and set up props, accessories and artwork to best highlight the property and decrease time on market

Commercial Interior Design

- Complete rehab of a 5,000 square foot upscale restaurant Chef's Table Edison, NJ
- Design concept for Euro Asian themed restaurant including hiring of contractors, sourcing materials, production of light fixtures, banquets and

- window coverings below budget and with timeline.

GOOD PHOTO STUDIO Branchburg, New Jersey

Executive Creative Director. 02/2009 – 05/2018

- Directed innovative photo shoots through new approaches and solutions while managing internal and external personnel, finances, budget, timeline and other resources
- Establish workflow and creative standards for internal staff and outside vendors/contractors
- Delivered innovative, effective and efficient solutions to drive consistent, quality branding for multiple brands concurrently. Grew niche juvenile furniture business from start-up to a \$300 million multi brand corporation.
- Facilitated and designed build out of new 10,000 square foot photo studio; along with the acquisition of new camera and equipment

DECORAGE Bridgewater, New Jersey

CEO/ Creative Director. 01/1999 – 01/2009

- Managed and developed a highly talented and effective in-house Design team of 50++ with focus on day-to-day guidance, performance management and creative direction to execute multiple projects for multi-million dollar advertising campaigns for a 40,000 square foot studio.
- Sourced and developed a broad range of outside design vendors and freelancers to augment in-house capabilities to ensure client satisfaction and meet multiple project deadlines.
- Worked with the design team to develop and direct all photo shoots, including concept development, overall aesthetic decisions and post production work.
- Anticipated and resolved creative and logistical challenges due to strong understanding of brand development and integrated marketing campaigns.

IMPACT IMAGES Wilkes Barre, PA

Creative Director/Photo Stylist. 01/1993 – 01/1998

- Hands on product styling and fabrication/ upholstery of all window treatments, pillows, bedding, and soft goods for sets
- Managed props; purchased, organized, labeled. Work with clients to identify style trends and keeping prop inventory in-sync with brand looks.
- Designed, sketched and provided worksheets for set construction team.

EDUCATION

BOSTON UNIVERSITY B.A. Economics/Statistics,

NORTH CAROLINA STATE UNIVERSITY B.S. Textile Science/Design,