



# KATIE Leute

Portfolio at  
[KATIELEUTE.COM](http://KATIELEUTE.COM)

## CONTACT

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## EDUCATION

Graphic & Visual Design

Bachelor of Fine Arts

EASTERN WASHINGTON UNIVERSITY

Brand Management

Certificate

CORNELL UNIVERSITY

User Experience Design

Certificate

INTERACTION DESIGN FOUNDATION

[linkedin.com/in/katieleute](https://www.linkedin.com/in/katieleute)

## WHO I AM

I'm Katie Leute, a successful and visionary creative leader with agency, freelance, and in-house experience. I have 13 years of experience in developing highly successful and award-winning marketing campaigns, websites, apps, physical and digital experiences, visual art pieces, and advertising collateral. I'm committed to solving problems and telling compelling stories through design-thinking methods, collaboration, creative visualizations, and iterative improvements based on data.

## ACCOMPLISHMENTS & AWARDS

### CUNA Diamond Award

Salal Credit Union - Brand Awareness

### Goldy Award x2 - The Addy's

Boom Creative and Seven2 Interactive

### Best in Category/Best In Show - The Addy's

Seven 2 Interactive

### Entrepreneur - CoilSpokane.com

Started and grew a small dance and fitness studio from five original customers to 1,300 registered customers in less than three years. Facilitated classes, recitals, and ticketed performances that included curated student works alongside professionals from within the community. The studio was sold in 2018 to a new owner and still thrives to this day.

### Filene i3 - Wave 18 member

Filene i3 is a two-year innovation leadership program equipping top credit union professionals with the mindset, tools, and network to lead and shape the future.

### Veteran

U.S. Marine Corps

## WORK HISTORY

### Creative Brand Manager, 1.2019 - Current

Salal Credit Union

I serve as the Creative Director and Brand Manager for Salal Credit Union.

Creative team management • Cross-functional facilitation of the design-thinking process • Graphic Design • Web Design • Illustration • Prototyping • Customer journey workflows • Animation • Data Analysis • Marketing Strategy • Brand Development and Management • HTML/CSS/Javascript • Wordpress website development

### Founder, Brand & Web Designer, Marketing Director

Coil Studio, 9.2015 - 11.2018

I founded a yoga, aerial, and dance studio and built the entire brand from scratch, successfully selling the business after 3 years for a profit.

Performing Arts (Dance) • Yoga • Event Coordination and Facilitation • Creative Direction • Graphic Design • Course Development • Web Design • Illustration • Prototyping • Animation • Data Analysis • Marketing Strategy • Brand Development and Management • HTML/CSS/Javascript • Wordpress website development

### Graphic Designer and Web Developer

Freelance, 1.2009 - 1.2016

I built a large book of regular clientele and was able to work part-time or full-time as a freelancer throughout much of my career.

Graphic Design • Web Design • Illustration • Client Management • Animation • Data Analysis • Marketing Strategy • Brand Development and Management • HTML/CSS/Javascript • Wordpress website development

### Designer & Front-End Developer

Seven2 Interactive, 5.2010 - 12.2013

I landed an agency job right out of college and worked as the primary art director on a number of high-profile international accounts. My regular accounts were AT&T, Nick Jr., and Disney.

Graphic Design • Web Design • Illustration • Prototyping • Animation • Data Analysis • Marketing Strategy • Brand Development and Management • HTML/CSS/Javascript • Wordpress website development