



KATIE JANSEN

Senior Designer + Creative Director

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CAREER SUMMARY

2023–Present

Principal & Creative Director,
Independent Practice

2021–2023

Creative Lead for Canada, Kiewit

2013–2021

Graphic Designer, Hatch

2009–2021

Freelance Designer
(concurrent to in-house roles)

EDUCATION

Graphic Design with Honours

Humber College, Toronto, Ontario
2012

Bachelor of Arts, Fine Arts, Studio Specialization

University of Waterloo,
Waterloo, Ontario
2008

SOFTWARE

Expert in **InDesign**, the core of
my proposal, publication, and
large-format production work.

Highly proficient in **Illustrator**,
Photoshop, and **Acrobat**.

Experienced delivering design
within corporate proposal
environments, including **Word**,
PowerPoint, and **SharePoint**.

Also proficient in **Canva** and
WordPress.

PROFILE

A senior graphic designer and creative lead with over 15 years of experience, I specialize in turning complex content into clear, purposeful design. As Creative Lead for Canada at Kiewit, I directed design strategy for large-scale infrastructure proposals, coordinating with multidisciplinary teams across North America to translate dense engineering content into clear, persuasive submissions under significant deadline pressure. Earlier, at Hatch, my reputation within the infrastructure team grew to the point that colleagues abroad sought me out directly, and I went on to support project work and marketing in the United Kingdom, South Africa, and Australia on multi-million-dollar projects.

Today I run an independent practice serving municipalities, non-profit organizations, and small businesses. I set creative direction across brand systems, publications, and reports, guiding projects from concept to final production and advising clients on strategy and approach. Across every role, my focus stays the same: clear, purposeful design that holds up under pressure and shifting demands without compromising quality.

SELECTED EXPERIENCE

Present ●
2023

Principal & Creative Director

Independent Design Practice, Greater Toronto Area, Ontario

Art direction and design across identity, exhibition, and publication projects.

- Established and scaled an independent practice from a long-running freelance career into a full-time studio, serving municipalities and government agencies, non-profits, and small businesses.
- Build long-term client relationships grounded in trust and repeat work, with many engagements continuing for years and clients returning for ongoing design and referrals.
- Lead branding and visual identity, reports and publications, environmental graphics, and design strategy across a range of client projects.
- Deliver large-scale, production-ready work, including a 28-panel, 94-foot commemorative exhibit spanning spatial planning, accessibility, and large-format production.
- Maintain and update recurring brand systems year over year, keeping ongoing event and program identities consistent and current as they evolve.

CORE STRENGTHS

- Skilled in aligning visual storytelling with messaging, audience needs, and brand identity
- Expertise in translating complex content into accessible, engaging visual communications
- Specialized in long-form and large-format production, from proposals and reports to publications and exhibitions
- Skilled at communicating design decisions clearly to non-designers and technical stakeholders
- Proven ability to manage multiple projects, adapt to shifting priorities, and incorporate feedback
- Strong track record of repeat and referral work built on trust and reliable delivery
- Experienced setting and guiding creative direction across multi-component projects, keeping complex work cohesive from concept to final production
- Advises clients and teams on design strategy, scope, and approach, providing senior creative input before production begins

2023 ●
2021 ●

Creative Lead for Canada, Infrastructure Proposals Kiewit, Oakville, Ontario

Promoted from Lead Proposal Designer to Creative Lead for Canada.

- Led the creative direction and full graphic scope of major government infrastructure pursuits, including transit submissions exceeding 450 graphics over multi-month timelines.
- Coordinated design across multidisciplinary pursuit teams spanning North America, aligning engineers, project managers, and business development leads into a single, cohesive submission.
- Supervised and mentored a junior designer through clear direction, feedback, and day-to-day support.
- Produced pursuit packages recognized by senior leadership and public agencies as among the team's strongest.

2021 ●
2013 ●

Graphic Designer Hatch Corporation (Formerly Hatch Mott MacDonald), Mississauga, Ontario

- Progressed over nearly nine years from junior designer to leading major infrastructure pursuits, adding billable project work alongside ongoing proposal work.
- Became a sought-after designer within the firm, with other departments and senior leadership requesting my work based on reputation and word of mouth.
- Supported colleagues internationally on project work and marketing, contributing to public-facing reports in close collaboration with the UK team.
- Worked closely with the global Marketing Lead for Infrastructure, and standardized proposal templates and corporate identity systems for major projects.

2021 ●
2009 ●

Freelance Designer (concurrent with in-house roles) Greater Toronto Area, Ontario

- Built and sustained a freelance practice alongside full-time in-house work for over a decade, delivering branding, visual identity, and print design across the non-profit, cultural, and small-business sectors, and consulting on brand strategy and positioning.
- Earned repeat and referral work consistently, with several engagements growing into long-term relationships, including CAC-ACCR and Jule Enterprises.
- Managed every stage independently, from concept and client communication through production and final delivery.