

Katarina Klask

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WORK EXPERIENCE

Instrument

January 2023 – January 2026

Design Director
Associate Design Director

September 2024 – January 2026
January 2023 – September 2024

Designed, animated, and directed across a range of Instrument's offerings, including social content and strategy, art direction, advertising, branding, and events. Co-led an internal team of motion designers and specialty designers, dividing responsibilities such as recommending team members for projects based on expertise and consistently beating our goal of 90% yearly efficiency rate. Managed three junior-to-senior designers by guiding their professional development, resulting in promotions for two of them.

Clients: Google, Snapchat, Grammarly, Afterpay, Salesforce, Eventbrite, Hinge Health

Hello Design

December 2016 – January 2023

Design Director

September 2021 – January 2023

Guided a small team of designers with a focus on content strategy, illustration, storyboarding, animation, and production. Co-led design for all of Hello's Meta accounts, actively growing business across Meta's diverse teams in two years. Assisted in agency staffing and managed junior designers and interns.

Lead Motion Designer
Designer
Production Designer
Receptionist

August 2020 – September 2021
June 2018 – August 2020
November 2017 – June 2018
December 2016 – November 2017

Designed and animated social content, training videos, websites, events, presentations, and other interactive mediums. Worked closely with design and strategy teams to create assets according to branding guidelines and client needs, including an award-winning website.

Clients: Meta (Facebook, Instagram, and Messenger), Amazon, Din Tai Fung, Insomniac, Tillamook, BCI Brands

EDUCATION

Loyola Marymount University

2012 – 2016

Bachelor of Arts in Animation, Summa Cum Laude

Minors: Computer Science, Studio Art, Dance

SKILLS

Design Software: Figma • After Effects • Photoshop • Illustrator • InDesign • Lottie • Canva
Other Software: Google Workspace • Powerpoint • Keynote • Wordpress
Languages: French (Basic) • Javascript • HTML5 • CSS
Interests: Playing video/board/card games • Sewing • Dancing • Food
Now Playing: Stardew Valley • Hades II • Pokémon TCGP • Castle Crashers