

# KATIE PEARSON

I excel at the intersection of design and strategy, blending creativity with data-driven insights to create impactful brands, campaigns and initiatives that resonate with audiences and deliver measurable results. I believe that great design is founded on research, guided by strategic thinking, and elevated through creativity.

## Experience

2025–present

**Capstone Advisor | Georgetown University | Washington, D.C.**

*Provides guidance to graduate students, equipping them with the strategic and creative skills needed to develop research-driven marketing campaigns and integrated communications plans.*

- Mentors graduate students in developing user-centric design and integrated marketing strategies.
- Provides strategic guidance on consumer research, creative development, and campaign execution.
- Evaluates, grades, and provides feedback on marketing plans, ethical considerations, and final strategy projects.
- Fosters critical thinking and problem-solving skills to ensure students meet Georgetown's program objectives.

2022–present

**Founder | Parrotfish | Delaware Corporation**

*Founded and scaled a nationally recognized sustainable personal care brand, leading product innovation, retail strategy, and brand positioning.*

- Built Parrotfish into a nationally recognized sustainable personal care brand, attracting acquisition interest.
- Executed a press and content strategy that secured media coverage in outlets such as The Skimm, Byrdie, and LA Magazine.
- Secured and fostered partnerships, including Erewhon, Central Market, and Uncommon Goods, scaling distribution nationwide.
- Developed a comprehensive business plan and investor pitch, successfully securing funding.
- Created Parrotfish's design strategy, developing design systems and user-driven branding across packaging, marketing, and retail.
- Drove 200% engagement growth in the first year, enhancing brand positioning through data-driven insights and consumer research.
- Oversaw product development and prototyping, coordinating with manufacturers to fulfill orders of over 10,000+ units.
- Represented Parrotfish and exhibited at industry-recognized trade shows, engaging with retail buyers.

2016–2022

**Graphic Designer | National Geographic Partners | Washington, D.C.**

*Guided the creative execution of television marketing campaigns, brand initiatives, and cross-platform storytelling, ensuring brand alignment.*

- Executed design for multiple seasons of omnichannel campaigns with *Life Below Zero*, *Wicked Tuna*, and *Big Cat Week*.
- Collaborated with product, marketing, and design teams to develop visual identities and branding frameworks for TV and film.
- Mentored junior designers, ensuring cohesive design execution across environmental branding, murals, and signage.
- Created printed and digital materials for annual upfront events, including presentations, signage, and invitations.
- Designed assets for social media, websites, emails, and streaming platforms to promote new programming.
- Established and organized workflows and templates to streamline the design process in campaign production.

2014–2016

**Graphic Designer | USA TODAY | McLean, Virginia**

*Designed and implemented visually compelling marketing campaigns, blending storytelling and brand strategy to elevate USA TODAY's presence across print, digital, and event-based platforms.*

- Developed marketing assets for award season coverage, app launches, and internal branding campaigns.
- Presented creative concepts and built mood boards and pitches for new advertising initiatives.
- Resized designs for multi-platform specifications, ensuring consistent visual impact while adhering to standards.

## Education

2020

**Georgetown University**

- MPS, integrated marketing communications

2014

**Oklahoma State University**

- BFA, graphic design
- BFA, strategic communications

## Skills

**Leadership & Strategy:** Brand strategy, team mentorship, facilitating meetings, cross-functional collaboration

**Creative & Marketing:** Art direction, print & digital campaigns, A/B testing, email marketing, wireframing, packaging design, typography, user testing

**Technical & Tools:** Adobe Creative Suite, Google Workspace

## Awards and Recognitions

2024

**StartUp CPG's Shelfie Awards**, Hair Care Winner

2023

**Beauty Independent**, Sustainability Champion

2019

**Golden Trailer Awards**, Best Documentary Poster

2019

**Academy Awards**, Best Documentary Feature

2016

**ADDY Awards**, Gold, Silver, Best in Show

## Volunteer Experience

**Colonial Capital Humane Society**, Kitten Foster & Volunteer

**New Bern Pride**, Founding Member & Board Secretary

**New Bern Pride Prom**, Event Lead & Facilitator

**Oklahoma State University Alumni Association**, DC Chapter Member

**Rock Creek Conservancy**, Park Cleanup Volunteer