

KATE HUINKER

SR GRAPHIC DESIGNER & MARKETING PROFESSIONAL

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katehuinker.com

WORK EXPERIENCE

Senior Creative Design Manager

CertainTeed | Malvern, PA

May 2024 - Present

Lead design strategy, workflows, and execution for integrated marketing campaigns across digital and traditional channels. Partner closely with marketing and business stakeholders to deliver on-brand, high-impact creative that supports growth and performance goals. Translate business objectives into engaging visual experiences while remaining hands-on in campaign asset production.

Global Creative Design Manager

SageGlass | Faribault, MN

February 2016 - May 2024

Managed creative execution for global marketing initiatives, supporting campaigns across digital, print, and experiential channels. Oversaw visual consistency and brand alignment while balancing multiple projects and priorities. Supported campaign planning, production workflows, and creative delivery across teams.

Senior Graphic Designer

Wolters Kluwer | Glendale, CA & Faribault, MN (acquired Learner's Digest International)

August 2015 - February 2016

Led design for corporate and client-facing projects serving medical and scientific organizations. Worked with local, national, and international medical/scientific societies creating solutions for their B2B and B2C projects. Delivered branding systems, print and digital collateral, event graphics, and email campaigns. Managed vendor coordination and print production from concept through final delivery.

Graphic Designer

Learner's Digest International | Glendale, CA & Faribault, MN

December 2004 - August 2015

Designed integrated print and digital marketing materials in collaboration with marketing and development teams. Produced packaging, direct mail, email campaigns, landing pages, and sales collateral for B2B and B2C audiences. Supported brand and marketing efforts across multiple platforms. Managed national and international projects while meeting tight deadlines.

Marketing Coordinator/Graphic Designer

Dakota County Technical College | Rosemount, MN

June 2004 - December 2004

Led marketing communications for customized training programs, developing collateral from concept through execution. Contributed copywriting, photography, print, and web design to support outreach and promotion. Supported public relations and internal communications initiatives.

AREA OF EXPERTISE

Software Expertise:

- Adobe Cloud: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Express, etc
- Figma
- Microsoft Suite: Word, Excel, PowerPoint, Outlook, Teams, OneDrive
- Project Management: Monday.com (Core Certified), Basecamp

Specialized Expertise:

- HTML5
- CSS3
- File Management
- Photography

Professional Expertise:

- Project & Time Management
- Communication: Written & Verbal
- Creative Team Leadership & Art Direction
- Brand Development & Positioning

EDUCATION

Associate of Applied Science (A.A.S.) in Graphic Design

Dakota County Technical College, Rosemount, MN

Additional Coursework

Completed at:
Riverland Community College,
Austin, MN