

# Katie Pendlay

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## EDUCATION

University of Illinois Urbana/Champaign  
Bachelor of Fine Arts  
Graphic Design

## EXPERIENCE

### Oshi Health Health

May 2022 – May 2024, Senior Marketing Designer

- **Marketing Asset Design:** teamed up with writers and marketers to bring content to life in the form of best-in-class, high-conversion landing pages, emails, flyers, postcards, brochures, social ads, and more to acquire new patients to Oshi Health across employer, health plan and provider referral partners
- **Patient Acquisition:** collaborated with cross functional teams to deliver a first in class seamless acquisition and onboarding experience through development of multi-channel marketing assets and landing pages that drive awareness and acquisition of new members
- **Member Retention:** worked together with marketing and product teams to develop patient materials and educational resources to support members on their care journey such as infographics, blog posts, newsletters, educational tips, push notification reminders and more
- **Testing & Data Insights:** leveraged analytics and engagement with marketing materials to iterate and continually improve content, layouts and more
- **Brand Guidelines & Iconography:** through collaboration with the content strategist, developed the visual brand identity along with defining our voice, tone, imagery and more in a consistent manner. Led the brand refresh for the Oshi Brand, including developing brand guidelines along with designing emails, landing pages, brochures, direct mail, social media, newsletters and more that developed and propelled the brand
- **Design Critique:** Initiated and curated a biweekly design critique that bridged the gap between product design and marketing design

### Teladoc Health

October 2020–May 2022, Senior Designer

- Rebranded 60+ previously Livongo branded pieces into existing Teladoc Health branding.
- Designed and produced direct mail programs, emails, tshirts, social media animated graphics, posters, and Infographics for both the B2B and the B2C team
- Refreshed branding for materials within Teladoc's Engagement Center, a resource library of free, customizable assets – print and digital emails, postcards, flyers and direct mail, making it easy for client populations to get the most out of their Teladoc Health services.

### Livongo (acquired by Teladoc Health for \$18.5B in October 2020)

2018-2020, Senior Designer

- After the acquisition, was the sole designer responsible for all print and digital communications including flyers, brochures, tshirts, social media graphics, PowerPoint presentations, infographics,
- Assisted with supporting materials and graphics for several large scale conferences.
- Designed supporting materials and graphics for the IPO

## **Retrofit (acquired by Livongo in April 2018)**

September 2014-2018, Senior Designer

- Developed and refined the company's brand guidelines and established the brand for both the B2B side as well as the consumer side.
- Designed and produced numerous print and digital communications including website assets creation, recipe books, flyers, sell sheets, PowerPoint decks, booth graphics, and other various collateral materials.
- Facilitated the transition from a design perspective from the existing B2C model to a B2B model.

## **Korzenowski Design**

September 2012-September 2014, Senior Designer

- Designed and produced numerous print and digital communications including invitations, newsletters, brochures, brand design, email blasts, annual reports, and billboards
- Clients included: Lurie Children's Hospital in Chicago, Scott & White Hospital, Mass General Hospital, Beth Israel Hospital, the University of Illinois at Chicago, and Advanced Radiology Consultants.

## **Stinson Brand Innovation**

2004-2012, Global Concept Design Director

- Designed and developed the Stinson Brand Innovation brand which included designing the logo, brand standards, and numerous materials for promotional purposes.
- Designed and produced numerous print and digital communications including invitations, newsletters, brochures, brand design, logo design, website, email blasts, and exhibit design.
- Clients included: Baxter, CSL Behring, Osage Bio Energy, Chicago Bancorp, Ed Hoys International, Solstice, Merck, EMD, Ebioscience, Fenwal, Endo Pharmaceuticals, Paragon, Arthritis Foundation, Abbott Animal Health, Inoveon, and Native American Children's Alliance.

## **SKILLS**

- Creative direction
- Art direction
- Digital and print design
- Brand guidelines
- Design systems
- Marketing and ad campaign development
- Video and animation
- Presentation design
- Brand Ideation
- Logo identity design
- Website and email communications
- Social media graphics
- Trade Show Booth and Materials Design

## **CATEGORY EXPERIENCE**

- B2B
- B2C
- B2B2C
- Healthcare
- Health Tech
- Startups
- Pharma
- Non-profit organizations
- Higher Education
- Airlines
- Real Estate
- Museums

## **PROFICIENCIES**

- Figma (XD)
- Adobe Creative Suite (Indesign, Photoshop, Illustrator, After Effects)
- Google Docs, Google Slides
- Wordpress
- Microsoft Word
- Powerpoint
- Monday, Workfront, Basecamp, Wrike