

KATIE FIEDLER

MULTIMEDIA DESIGNER

815-245-6389 · videos@katiecarsello.com · Greater Chicago Area · linkedin.com/in/katie-fiedler-design · katiecarsello.com

PROFILE

Multimedia Designer with 10+ years of experience producing graphic design, motion graphics, video, and presentation assets for fast-moving marketing teams. Proven ability to own the full creative workload as a solo designer — from brand identity and campaign collateral to sales enablement video and executive presentations. Adept at cross-functional collaboration, brand stewardship, and delivering polished work on tight timelines. Experienced working across diverse industries, with a proven track record of working effectively in remote and distributed team settings.

WORK EXPERIENCE

Multimedia Design Manager | Rival (formerly SilkRoad Technology) · Remote Aug 2018 – Jun 2026

Promoted: Marketing Specialist → Multimedia Designer → Multimedia Design Manager

Sole designer embedded in a 3–5 person marketing team at an HR tech company, responsible for the full spectrum of creative output across brand, digital, print, and video.

- Led end-to-end rebranding from SilkRoad to Rival, including brand identity development across color, typography, and imagery — establishing the visual foundation the company still builds on today
- Designed and maintained core company templates including the corporate PowerPoint and sales deck, ensuring brand consistency across every client-facing touchpoint
- Produced motion graphics, social video clips, sizzle reels, and sales enablement explainer videos supporting product launches and digital campaigns
- Created digital ad creative, social media graphics, email graphics, and website imagery in support of demand generation initiatives and web engagement growth
- Partnered cross-functionally with HR, Operations, and Sales to enforce brand standards and deliver on-brand assets outside the marketing team

Product Video Production Specialist | Meltric Corporation

Apr 2016 – Apr 2018

Owned video production end-to-end for a manufacturing company's marketing team, producing a library of product showcase videos for sales and marketing use.

- Conceptualized, shot, and edited studio product videos incorporating voiceover, motion graphics, and stock footage to create compelling product narratives
- Managed and maintained an organized digital asset library of video and graphic files across the company server
- Worked independently from script to final delivery, demonstrating the ability to self-direct complex productions with minimal oversight

Freelance Multimedia Designer | Katie Fiedler Design · Remote

Jun 2015 – Present

Maintain a consistent freelance practice alongside full-time roles, serving a diverse client base spanning marketing agencies, small businesses, nonprofits, and entrepreneurs.

- Deliver graphic design, video editing, and motion graphics for clients across healthcare tech, biotech, fintech, SaaS, banking, e-learning, and nonprofit sectors
- Develop long-term client relationships built on reliability, clear communication, and consistent creative quality

SKILLS

Software Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition) · Microsoft Office (PowerPoint, Word) · Figma · Canva

Disciplines Graphic Design · Motion Graphics & Animation · Video Production & Editing · Presentation Design · Brand Identity Development · Rebranding · Sales Enablement · Marketing Collateral · Social Media Creative · Digital Advertising · Content Creation · Digital Marketing · Demand Generation Support · Corporate Communications · Asset Management · Storyboarding · Email Marketing Design

EDUCATION

B.S. Digital Cinema | Minor in Graphic Design

2011 – 2015

DePaul University