

PROFESSIONAL SKILLS:

Creative & Art Direction
Team Building
People Management
Leadership
Analytical Thinking
Problem Solving
Presentation
Product Development & Design
Digital Design: Web, Mobile
Responsive Web Design
Graphic Design
Typography
Key Art Development
Digital Painting
Illustration
Retouching
Color Correction
Video Editing
Motion Graphics
Animation
Entertainment
Marketing Design
SVOD, VOD, Streaming, DTO

TECHNICAL EXPERTISE:

Adobe CC: Photoshop, Illustrator,
After Effects, InDesign, and others
Final Cut Pro
Microsoft Office
PowerPoint
Keynote
Google Slides
Jira
Monday.com
Sketch
Zeplin
InVision
Abstract

EDUCATION:

MFA - Computer Arts
SCHOOL OF VISUAL ARTS
New York, NY | 2008 - 2011

BA - Children's Book Illustration
ADELPHI UNIVERSITY
Garden City, NY | 2000 - 2004

CONTINUING ED

Children's Book Illustration
FASHION INSTITUTE
OF TECHNOLOGY
New York, NY | Spring 2005

AWARDS:

Summa Cum Laude Graduate
Award of Merit: Senior Art Exhibition
Provost Talent Scholarship
Academic Performance Scholarship

Katrina Josephine Cheban

CREATIVE LEADER

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SR. ART DIRECTOR | DIGITAL DESIGN - BRAND MARKETING

Nickelodeon, New York, NY | March 2021 - Present

Leading a team of freelance and in-house designers, as well as out of house agencies to create Nick and Nick Jr. digital promotional content for all channels: linear TV, cable, SVOD, VOD, DTO, ROKU, Apple TV apps, Pluto TV, Paramount+, www.nick.com and www.nickjr.com and others. Daily communication with executive leadership, project managers, strategy, product and distribution teams. Leading current efforts to boost viewership for all off-channel content.

ART DIRECTOR | PERFORMANCE MARKETING - DISNEY+

Disney Streaming, ESPN+, Disney+, New York, NY | February 2018 – February 2021

Was part of the original marketing performance design team to launch ESPN+ and Disney+. Contributed to the success of 1 million subscribers in the first five months for ESPN+, and a whopping 10 million subscribers on the first day for Disney+ with a continuous progression upward. Art Directed and lead charge of 360 marketing performance campaigns at scale, including marketing landing pages, paid and social media channels, CTV device partner ads, synergy and affiliate partner campaigns for on-channel and off-channel. Recruited and managed a team of designers. Art directed and supervised creation of internal sites and projects.

LEAD MOTION GRAPHIC DESIGNER | MARKETING

Comixology (Amazon Subsidiary), New York, NY | May 2016 – February 2018

Product marketing, consumer-facing hands-on design of creative systems to increase ROI and boost KPI's, leadership of brand awareness campaigns, video editing, motion graphics for off-channel and on-channel, executive presentation, reviews and approvals.

ASSOCIATE ART DIRECTOR

DIRECTV, New York, NY | May 2014 – May 2016

Art direction, people management, design of creative systems and templates for on-channel, off-channel, On-Demand and Linear TV, product marketing, design of landing pages.

FREELANCE LEAD DIGITAL & MOTION DESIGNER

Motion Design/Video Editing - TRIBE PICTURES, CHATHAM, NJ
Motion Design/Graphic Design - WWE, STAMFORD, CT
Digital Painting - EDELMAN, NEW YORK, NY

LEAD BACKGROUND DESIGNER | MATTE PAINTER

Bunko Studios Inc. New York, NY | May 2010 – February 2013

Art directed, managed teams, designed and approved designs for all levels of film production, design, illustration, composition of photorealistic backgrounds, and 2.5D matte-plates for WARNER BROTHERS MAD TV ANIMATED SERIES aired on CARTOON NETWORK and HENSON's children show SID THE SCIENCE KID aired on PBS KIDS.

MURALIST | DIRECTOR | ENTREPRENEUR

YCSTUDIO Inc., Brooklyn, NY | March 2006 – August 2008

Established the studio to administer creative projects, paint murals, nursery designs and other custom works of art. Worked on murals for BBDO located in New York, NY X-TREME PARTIES facility located in Wane, NJ, Gateway City Church in Brooklyn NY, and many other private homes and businesses in the Tri-State area.

ARTIST

Buy Buy Baby, Garden City, NY | May 2004 – August 2005

Compiled price estimates and invoices for personalized orders from customers. Executed the orders by developing and painting custom designs on gift and furniture items.