

KATIE SHIELDS

503.804.2560 | kas.shields@gmail.com | katieshields.studio | linkedin.com/in/katieshields1

EXECUTIVE CREATIVE PRODUCER | DESIGN PROJECT MANAGER | STRATEGIST & COMMUNITY CULTIVATOR

Hospitality executive and strategic producer with 15+ years of experience supporting visionary leaders and building environments that foster extraordinary human connection. Known for blending business acumen, creative strategy, and operational rigor to bring brand, space, and community into alignment. Whether curating cultural events, developing wellness clubs, or leading high-impact teams, I guide growth through purpose, play, and presence. From luxury hospitality to city-shaping developments, I excel at managing daily operations while laying the groundwork for future-forward strategies that drive guest loyalty and long-term business success.

SELECT CLIENTS & BRANDS

Nike / Salesforce / Google / Kate Spade NY / Adidas / Sage Hospitality / Starbucks / KPMG / Align Technologies / Marriott Hotels / Edlen & Co. / Sharp / Coca-Cola / Aspen Group / Wieden+Kennedy / W Hotels / Tetherow Resort / Downstream / Skylab Architecture / Ziba

PROFESSIONAL EXPERIENCE

Executive Creative Producer, Experience Strategist & Operational Leader

2012–Present | Remote / NYC

Designing and leading high-impact hospitality, event, and brand environments for global clients and emerging destinations.

Key Achievements:

- **Salesforce Events & Experiences:** Produced branded experiences for a 40,000+ person executive event, Dreamforce; managed all creative & operational teams for keynote experiences, AV, staging, digital content, and hospitality flows.
 - Proven ability to create "magnetic moments" - seamless guest journeys that resonate from the first touchpoint to a lasting impression.
- **Google (with Downstream):** Led guest experience strategy and spatial storytelling for the redevelopment of Pier 57 in NYC—blending architectural vision, user journey programming, and content integration to create a dynamic public destination.
- **Kate Spade NY:** Produced flagship audio/visual installations with 20+ creatives. Worked directly with C-suite clients to align brand goals with storytelling and experiential design for customer journeys.
- **Nike WHQ:** Developed customer-centric installations combining emerging technologies with traditional hospitality elements
 - Conceived and implemented strategic frameworks for measuring and improving customer satisfaction across multiple touchpoints
 - Created and managed innovative guest experience programs that increased brand engagement and customer retention
 - Led cross-functional teams across global operations, ensuring consistent service delivery and brand standards
- **Kenton Hotel & Social Club:** Concept and strategy with Hugh Development.

CORE STRENGTHS

- ◆ Multi-Site Hospitality Operations
- ◆ Tennis & Lifestyle Club Management
- ◆ Luxury Guest Experience Strategy
- ◆ Member Programming & Event Curation
- ◆ Architectural & Cultural Placemaking
- ◆ Cross-Functional Leadership (30–50+)
- ◆ Budget Management & P&L Oversight (\$10M+)
- ◆ CRM, POS, and Booking Tech Integration
- ◆ Strategic Partnerships & Stakeholder Comms
- ◆ F&B Strategy & Vendor Relations
- ◆ Urban & Resort Seasonal Operations
- ◆ Wellness, Sports & Community Culture

Skylab Architecture & Ziba Design

2008–2012 | Portland, OR

Led creative operations and experience development for destination environments and community-based placemaking.

- **Project Highlights:**
 - **PDX West End District:** Shaped brand, culture, and identity of a rising hospitality/lifestyle hub.
 - **Tetherow Resort:** Concept, brand strategy, experience design along with golf course architect David Maclay Kidd
 - **SW Waterfront:** Created brand and user journey for Discovery Center with Gerding Edlen.
 - **Departure at The Nines:** Produced design and restaurant experience with **Gregory Gourdet** and Sage Hospitality.

Senior Design Project Manager/Executive Producer | Downstream | 2018 - 2022

- Directed large-scale digital and physical brand experiences, managing end-to-end execution from concept to launch, ensuring on-time and within-budget delivery.
- Managed creative production pipelines for multi-channel content distribution with precise technical specifications.
- Led agency partner relationships, serving as the critical bridge between client objectives and creative execution.
- Coordinated with stakeholders across global markets to ensure cultural relevance and brand consistency.
- Optimized project management processes to increase efficiency and quality while maintaining creative integrity.

Creative Design Studio & Sr. Project Manager | Skylab Architecture | 2010 - 2012

- Led creative strategy and execution for experiential projects, doubling revenue while managing diverse teams.
- Established partnerships with design and marketing agencies to deliver high-quality brand experiences.
- Built and managed diverse creative teams, fostering an environment that supported organizational vision.
- Acted as key liaison between creative teams, brand stakeholders, and distribution partners.

Senior Account/Project Design Manager | ZIBA Design | 2008 - 2010

- Managed integrated brand experience projects from concept through execution, ensuring adherence to scope, timelines, and budget.
- Developed strategic brand programming that enhanced reputation and built consumer loyalty through highly designer user journey experiences.
- Created actionable roadmaps for creative initiatives while maintaining focus on people and process.
- Managed all aspects of production budgets, including reviewing and negotiating production estimates.

Executive Producer | Wieden + Kennedy (Amsterdam, NYC, Shanghai) | 2000 - 2008

- Produced global campaigns, lifestyle activations and content entertainment for Nike, Starbucks, Coca-Cola (FIFA) and many other iconic brands
- Worked with cultural tastemakers including **Alex Calderwood** (founder of Ace Hotel) to create emotionally resonant, community-driven brand moments
- Orchestrated complex production workflows for digital content across multiple markets, ensuring alignment with brand vision and technical specifications.
- Managed country-specific campaigns across diverse international markets, ensuring

TECH STACK & TOOLS

Asana | Trello | Jira | Frame.io |
SharePoint | POS/CRM Platforms |
Slack | G Suite | Adobe CC | Unreal
Engine | Unity

EDUCATION

UNIVERSITY OF KANSAS
B.A. Business Communications

cultural relevance while maintaining brand consistency.