

KATIE THEM

GRAPHIC DESIGNER & CREATIVE STRATEGIST

Multi-faceted creative focused on bringing a cohesive vision to life from start to finish through strong conceptual and research, packaging, social media campaigns, web design, branding and art direction.

PORTFOLIO

katiethemdesign.com

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EDUCATION University of Cincinnati
College of Design, Architecture,
Art and Planning (DAAP)

Bachelors of Science in
Communication Design
Sustainable Fashion Thesis

Minor in Fashion Studies

SKILLS Adobe Creative Suite

- InDesign
- Photoshop
- XD
- AfterEffects
- Lightroom
- Premiere

Figma
SketchUp
Art Direction
Web & Email Design
Typography & Layout
Campaign Development
Branding & Identity
Digital Illustration
Photography & Editing
Motion Graphics

STRENGTHS Deadline driven &
time efficient
Collaborative
C-Suite Presenting

INTERESTS Sustainability Efforts
Hiking & swimming
Flower arranging
Archery & skiing
Culture Podcasts
Fashion & Art
Trend Research

MIELLE ORGANICS *Senior Graphic Designer*

Procter & Gamble | Remote
October 2023 - Present

Develop seasonal, anniversary, and product launch campaigns including storytelling, graphics, logos, and marketing and event collateral. Responsible for presenting decks to CEO and implement feedback quickly.

Concept & design monthly emails, organic & paid media, mms, and website updates. Spearheaded website & email refresh and digital template implementation to drive a more cohesive brand experience.

Collaborate with Trades & Sales teams to create in-store structures for CVS, ULTA, and Target.

Develop unique look and feel for brand collaborations, including creating style guides, packaging, and digital assets utilized by Mielle and outside brands.

Develop and design innovative packaging for future product line launches.

MICHELE WATCHES *Senior Graphic Designer*

Fossil Group | Dallas, Texas
September 2017 - October 2023

Collaborated with Product Development and Asia factories to design all watch packaging, care and instructional cards, and GWP'S. Involved in all stages from design to sampling.

Develop yearly storytelling campaigns and design creative briefs based on new product and research on seasonal luxury fashion and consumer trends.

Research shoot locations, pull inspiration for wardrobe and poses, develop shot sheets. Assist Creative Director at productions, select final campaign photos, provide feedback to videography teams.

Provide Art Direction and shoot images for social content. Develop mood boards and content planning with Marketing team.

Retouch images for social and email. Select footage, cut and edit videos for use on MICHELE.com, paid and organic media. Design, edit and animate all social posts, reels, banners and ads for paid media.

Responsible for designing & proofing print collateral, catalogs and large-scale event walls, booths, and showrooms.

Design MICHELE.com layouts and work cross-functionally with Marketing team, Web Development, E-Commerce, and Copywriter to elevate our digital experience with best UX/UI, improving merchandising and storytelling to drive sales.

Design brand iconography, collection logos, typographic systems, and seasonal color palettes. Organize and upload assets in AEM. Developed first Style Guide and Brand Book.

THE HONEY POT COMPANY *Social Media Designer*

Atlanta, Georgia | Remote
November 2021 - Present

Briefed by Social Media Strategist to illustrate, design, and animate Instagram posts and stories relating to the Honey Pot Company's plant-derived line of wellness products. Posts reached by thousands of humans and drove strong engagement within their community.

KENDRA SCOTT *Packaging Designer*

Fossil Group | Dallas, Texas
August 2021 - September 2022

Partnered with Fossil Creative Director and Kendra Scott team in Austin to translate the Kendra Scott brand into packaging for mens and women's watches and Bracelets for Apple Watch®, as well as a Limited Edition 20th anniversary gift box.

ELIZABETH HOOPER STUDIO *Brand Designer*

Dallas, Texas
January 2021 - April 2022

Worked directly with Elizabeth Hooper to launch her namesake fine art jewelry brand by developing brand book, style guide, social presence and product catalog. Designed and assembled printed branded event assets including launch party invites and menus. Designed and animated Instagram posts, including introducing weekly features that connected her to the Dallas artist community to grow brand awareness.

WORKSUITES *Brand Designer*

Dallas, Texas
August 2018 - December 2019

Re-branded the Dallas workspace rental company from Meridian to Worksuites. Designed social media posts, emails, floor plan posters, building maps, outdoor and indoor environmental signage, and marketing materials such as postcards, flyers, and invites.

505Design *Environmental Design Co-Op*

Boulder, Colorado
January 2017 - April 2017

Collaborated with architects and interior designers to design signage, branding elements, wayfinding and graphics for large-scale retail establishments.