



kate-boyd.com | 301.525.2857 | kateboyd213@gmail.com

DESIGN | **PROCESS**

Product/Industry Research & Synthesis  
Moodboards & Contact Sheets  
Identity Development: Logo, Website, Styleguide, Messaging, Marketing/Sales Assets & Templates  
Brand Product Development: Tech Packs, Correspondance with Factories & Vendors, Prepress & Print, Product Packaging  
Media Content: Photoshoots & Image Retouching  
Upkeep of Aesthetic Consistency & Growth

SKILLS | **SOFTWARE**

Adobe Suite: InDesign, Photoshop, Illustrator  
Web: HTML, CSS, Wordpress & Squarespace  
PowerPoint & Keynote

UNIVERSITY OF MARYLAND,  
BALTIMORE COUNTY | **CUM LAUDE 2012**

Bachelor of Arts: Graphic Design  
Linehan Artist (Full Scholarship)

2015 – Present | **LA**

STILLHOUSE SPIRITS CO. | **SENIOR DESIGNER**  
October 2016 - April 2019  
Los Angeles, CA

Hired in 2016 as a Graphic Designer and promoted in 2017 to Senior Designer, I am a product development manager, brand strategist and content creator.

**PRODUCT DEVELOPMENT**

Strategize with Creative, Marketing & Sales to Conceptualize Launches, Campaigns & Programs  
Identify POS & Merchandise Innovation Needs  
Create Illustrations/Mockups, Tech Packs & Artwork for Products & Packaging  
Examine Samples & Manage Correspondence with 3rd Party Vendors and Factories

**LAUNCHES & PRESS**

Synthesize Identities for New Products (Bourbon: 2017 & Vodka: 2019), Partnerships (G-Eazy) & Collaborations that Fit Within Brand Standards  
Advise & Format all Brand Assets: Marketing, Finance, Operations & Sales Presentations, Menus & Posters  
Assist in Product, Celebrity & Lifestyle Photoshoots  
Manage Photo Retouching for Website, Printed Assets, Social & PR  
Create Yearly Press Books: Archive Press, Design & Print 150+ Page Book (2016,2017 & 2019)  
Upkeep of Website (Wordpress) “Buzz”

**EXPERIENTIAL**

Plan & Manage Asset Development for Events, G-Eazy Tours & Account Activations  
Work Directly With A-List Celebrity Talent Teams

TIGERTEXT | **GRAPHICS CONSULTANT**

August - October 2016  
Los Angeles, CA

Redesigned Wordpress Blog  
Reworked Collateral & Designed Live EBook

2013 – 2015 | **DC**

SCIENCELOGIC | **GRAPHICS DESIGNER**  
February 2013 - February 2016  
Reston, VA

Within three months of interning, I was hired as a full time Graphic Designer at ScienceLogic. As the sole designer in the company, I served as the brand manager and director.

**CORPORATE REBRAND**

Worked Directly with CMO to Reconstruct ScienceLogic Identity  
Wrote & Designed First Corporate Style Guide  
Designed Corporate Templates: Brochures, Data Sheets, White Papers, PowerPoint, Word & Stationary  
Illustrated 100+ Original Tech Icons  
Designed First Company Billboards

**EXPERIENTIAL**

Conceived Thematic, Strategy, Messaging & Imagery for all Events Including Worldwide Tradeshow & Customer Symposiums  
Created Signage & Merchandise  
Planned Event Curation  
Formatted & Advised all Marketing, Sales & Operations Presentations  
Managed Worldwide Vendor Communication  
Managed Tradeshow Artwork, Booth Design & Construction

CHRONIC TONIC | **PRINT DESIGNER**

October - November 2015  
Washington D.C.

Conceived Brand Aesthetic  
Designed Logo  
Formatted Labels & Packaging