



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

DESIGN | **PROCESS**

Product/Industry Research & Synthesis
Moodboards & Contact Sheets
Identity Development: Logo, Website, Style Guide, Messaging, Marketing/Sales Assets & Templates
Brand Product Development: Tech Packs, Correspondence 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. | **GRAPHIC DESIGNER**
October 2016 - Present
Los Angeles, CA

Brand Expansion & Upkeep

Collaborates with Art Director to Refine & Evolve the Stillhouse Identity as a Spirits & Lifestyle Brand

Evergreen & Seasonal Thematic Conception & Development: Imagery & Messaging
Collateral: Sell Sheets & Brochures
Corporate Templates: PowerPoint, Menu & Poster
Product, Cocktail & Lifestyle Photoshoots
Image Retouching
Yearly Press Books: Design, Prepress & Print

Product Development

Advances Current Product Growth (Whiskey: 2013) & New Product Launch (Bourbon: 2017)

Product Design (Award-Winning)
POS & Merchandise Development & Packaging: Marketing & Sales Strategy, Illustration/Mockup, Tech Pack & Artwork Submission
Vendor Communication: Sample Examination, Notes, Smartsheet Correspondence

Experiential

Provides Support for All Events, Brand Partnerships & Account Activations

Digital & Print Advertising & Signage
Imagery for Celebrity Events Reaching 6M+ on Social

NJCIFIP | **GRAPHICS CONSULTANT**

April - May 2017
Los Angeles, CA

Brand Aesthetic Development

Worked with Owners to Develop Visual Identity

Moodboards & Imagery
Logo Design
Icon Illustration
Website Design: Wireframes, UI & UX

TIGERTEXT | **GRAPHICS CONSULTANT**

August - October 2016
Los Angeles, CA

Asset Redesign & Expansion

Worked with Marketing VP to Update & Create Marketing & Sales Tools

Wordpress Blog Editing
Collateral Rework
Ebook Design: Layout Grid, Imagery & Diagram Illustration

2013 - 2015 | DC

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

Corporate Rebrand

Worked Directly with CMO to Reconstruct ScienceLogic Identity

Logo & Badge Redesign
Style Guide: Copy & Design
Collateral: Brochures & Data Sheets
Corporate Templates: PowerPoint, Word, Stationary
Icon Library: 100+ Original Illustrations
Billboards

Experiential

Provided Support for All Events Including Customer Symposiums, Worldwide Tradeshows & Sales Kick-Off

Thematic Conception & Development: Strategy, Messaging & Imagery
Signage, Curation & Merchandise
Presentation Templates
Worldwide Vendor Communication
Tradeshow Artwork, Booth Design & Construction

MIAMI METHOD | **DIGITAL DESIGNER**

April - November 2015 (Inactive)
Washington D.C.

Brand Aesthetic Development

Worked with Renowned Heart Surgeon to Develop Visual Identity

Moodboards, Imagery & Photo Editing
Logo Design
Website Design: Wireframes, UI & UX

CHRONIC TONIC | **PRINT DESIGNER**

October - November 2015
Washington D.C.

Brand Aesthetic Conception

Worked with Tonic Water Owner to Develop Visual Identity

Moodboards, Imagery & Photo Editing
Logo Design
Product Packaging: Label Design & Printing