



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

DESIGN | **PROCESS**

Product/Industry Research & Synthesis
Mood Boards & Contact Sheets
Identity Development: Logo, Website, Styleguide, 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)

CARUSO | **DESIGNER**

July 2019 - Present
Los Angeles, CA

Brought on to help Brand Marketing, I have spearheaded a variety of projects for their properties, efficiently completing a huge backlog of event branding.

EXPERIENTIAL

Conceptualize Event Branding with Tenants, Charity Organizations & Partners
Execute Print & Digital Assets Across all Media Platforms
Senior "Go-To" for Illustration and Photo Retouching

STILLHOUSE SPIRITS CO. | **DESIGNER**

October 2016 - April 2019
Los Angeles, CA

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

PRODUCT DEVELOPMENT

Strategized with Creative, Marketing & Sales to Conceptualize Launches, Campaigns & Programs
Identified POS & Merchandise Innovation Needs
Created Illustrations/Mockups, Tech Packs & Artwork for Products & Packaging
Examined Samples & Managed Correspondence with 3rd Party Vendors and Factories

LAUNCHES & PRESS

Synthesized Identities for New Products, Partnerships (G-Eazy) & Collaborations
Advised & Formatted all Brand Assets: Marketing, Finance, Operations & Sales Presentations, Menus & Posters
Assisted in Product, Celebrity & Lifestyle Shoots
Managed Photo Retouching for Website, Printed Assets, Social & PR
Created Yearly Press Books: Archived Press, Designed & Printed 150+ Page Book (2016-2019)
Upkept Website (WordPress) "Buzz"

EXPERIENTIAL

Planned & Managed Asset Development for Events, G-Eazy Tours & Account Activations
Worked Directly With A-List Celebrity Talent Teams

TIGERTEXT | **GRAPHICS CONSULTANT**

August - October 2016
Los Angeles, CA

Redesigned WordPress Blog
Reworked Collateral & Designed Live EBook

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