



kate-boyd.com | kateboyd@gmail.com | (301) 525-2857

DESIGN | **PROCESS**

Product/Industry Research & Synthesis
Mood Boards & 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, Wix, Shopify & Square-space
Keynote & PowerPoint

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

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

SUBNATION (FKA BIG BLOCK) | **ART DIRECTOR**

May 2020 - Present
Los Angeles, CA

Months after the pandemic struck, Big Block shifted its focus and fully became Subnation. Subnation brought me on as their sole Art Director, leading both the build of their identity and the brands of their Esports clientele.

ATARI HOTELS

Conceptualized & Launched Hotel Brand With Gensler Architecture Firm

Designed Logo & Created Brand Style Guide

Created Library of Cyberpunk Photos

Designed & Advised the Development of Website atarihotels.com

Designed "Drop One" Clothing Line & Led Product Development (Drop Two and Three Coming 2021)

Designed & Created Shopify Ecommerce Website shop.atarihotels.com

Working to Execute Apparel Photoshoot Q1 2021

Continuously Create Innovative Marketing Material (Films, Graphic Novel, Merchandise)

PANGEA CUP

Logo Redesign & Style Guide Development

Website Redesign (2021 Launch), Integrating GameJolt & GAMEJAM

MARQUEZ VALDES-SCANTLING PARTNERSHIP

Green Bay Packers Wide-Receiver Joins Subnation to Esports Team (Jan 2021 Announcement)

Created Logo and Pitch Presentation After Successful *Call of Duty* Tournament with the Green Bay Packers

Tasked to Build Team Brand (2021)

SUBNATION

Lead Art Direction of Presentations Targeting New Business, Partnerships and Internal Projects

Maintain Subnation Brand throughout Social Channels (IG, Twitter, Twitch, YouTube, LinkedIn & FB)

Film Development, Animations & Graphics

Stylized Original Content Including Internal Programming, Podcasts & Live Events

BIG BLOCK | **ART DIRECTION CONSULTANT**

October 2019 - May 2020
Los Angeles, CA

I joined Big Block initially through the Robert Half Creative Group. After a successful launch, Big Block kept me on to work with their clients and also on the development of their second brand, Subnation.

AXS TV

Redesigned Streaming Website & App

Collaborated With 3rd Party Streaming Agency to Develop Website & App

Worked on Brands & Created Graphics For AXStv Original Programs Including At Home & Social, Live From Daryl's House, Ozzy & Jack's World Tour, Farm Aid and Impact Wrestling

C4 PRODUCTIONS

Designed & Created Website

MUVA

Conceptualized & Designed Celebrity Beauty CBD Product Packaging

Created Corporate Stationary

Corporate & Ecommerce Website Design (Inactive)

SUBNATION

Conceptualized & Designed New Pitch Presentations Targeting Esports Clients & Events, Including Branded Mockups, Illustrations and Logos

Redesigned Subnation Website (Development In Progress)

Designed & Developed Shopify Ecommerce Site (Inactive)

Designed and Developed Website "Gamer's Guide to Quarantine"
gamersguide.gg

Created Graphics for All Digital Platforms

CARUSO | **SENIOR DESIGNER**

July 2019 - October 2019
Los Angeles, CA

Brought on to help Brand Marketing, I spearheaded a variety of projects for Caruso 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)

Maintained 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 | **GRAPHIC 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 Tradeshows & 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