

KATIE THEM

GRAPHIC DESIGNER &
CREATIVE STRATEGIST

Multi-faceted creative focused on bringing a cohesive vision to life from start to finish through strong conceptualing 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
Fast learner

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

MICHELE WATCHES Senior Graphic Designer

Fossil Group | Dallas, Texas | *Remote*
September 2017 - Present

Packaging Design

- Collaborated with Creative Director, Product Development, and Asia factories to design all MICHELE Watches packaging, care and instructional cards, as well as gifts with purchase. Involved in all stages from design to sampling.

Campaign Development

- With Creative Director & watch designer, develop yearly storytelling campaigns and design creative briefs based on new product and research on seasonal luxury fashion and consumer trends. These briefs are vital for aligning all visual aesthetics for executing the entire year's media and marketing.
- Research locations for shoot, pull inspiration for wardrobe and poses, develop shot sheets for main campaign and social-specific shoots.
- Assist Creative Director on-site at photoshoot, as well as with selecting final campaign photos and providing feedback to videographer.
- Provide Art Direction and shoot images for social content on-site during campaign photoshoots as well as in-studio at Fossil headquarters. Develop mood boards and content planning with Marketing team.

Organic & Paid Social Media Design

- Retouch images for social and email by enhancing watch features, re-coloring, replacing product or scenery, and more.
- Select footage, cut and edit videos for use on MICHELE.com, paid and organic media.
- Ideate, design, edit and animate all social posts, reels, banners and ads for Facebook, Instagram, Google Display & Discovery, Pinterest & TikTok for product launches, promotions, gift guides, and more.

Print, Environmental, and Event Graphics

- Responsible for large-scale image layout, delivery, and proofing print-ready files for booths, events and showrooms.
- Design event marketing assets including invitations, brochures, place settings, decals, step-and-repeats, stickers, table graphics, banners, and printed tent walls.

Website Design

- Design MICHELE.com layouts and deliver updates to Web Development team for homepages, collection pages, engaging gift guides, dedicated storytelling landing pages, integrated content, banners, and more.
- Work cross-functionally with Marketing, Web Development, E-Commerce, and Copywriter to elevate our digital experience with best UX/UI practices, and improve merchandising and storytelling to drive sales.

In-house Brand Design

- Developed MICHELE's first brand Style Guide and Brand Book, outlining the Brand DNA, visuals, voice and mission.
- Design brand iconography, collection logos, typographic systems, and seasonal color palettes. Organize and upload assets in AEM.

KENDRA SCOTT Packaging Designer

Fossil Group | Dallas, Texas | *Remote*
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 and an interchangeable gift set.

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.

ELIZABETH HOOPER STUDIO Brand Designer

Dallas, Texas | *Remote*
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 | *Remote*
August 2018 - December 2019

Assisted with re-brand of the Dallas-based workspace rental company from Meridian to Worksuites. Designed social media posts, emails, floor plan posters, building maps, outdoor & indoor environmental signage, and marketing materials such as postcards & flyers.

505Design Environmental Design Co-Op

Boulder, Colorado | *On-Site*
January 2017 - April 2017

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

Monigle Associates Branding Design Co-Op

Denver, Colorado | *On-Site*
May 2016 - August 2016

Worked alongside design team to develop identity systems for healthcare and bank clients including logo, iconography, typography, and brand standards.