

# Kate Davies

## Graphic & Brand Designer/Illustrator

Portfolio	<a href="http://www.toldyouso.ca">www.toldyouso.ca</a>
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### **About Me**

Creative, passionate and resourceful Graphic and Brand Designer with 7 years of industry experience.

### **Skills**

Graphic design, layout design, print design.  
Brand design, brand strategy.  
Website design, UI/UX design.  
Social media strategy, art direction, content and ad design.  
Motion graphics, animation.  
Illustration and painting (traditional and digital.)  
Client relations, project management.  
Creative copywriting.

### **Software Skills**

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe After Effects.  
Procreate, Procreate Dreams, Figma, Shopify, Klaviyo, Squarespace, MS Office, Google Suite.

### **Professional Experience**

#### **Graphic Designer, Brains Biocetical Corp.**

**April 2024 - present.**

- Create content & digital projects from initial concepts to delivery.
- Create and optimize high stakes, effective presentations for capital raises, new product launches and new initiatives.
- Refine and perfect product packaging.
- Support marketing team with visuals and campaigns.

#### **Freelance Graphic & Brand Designer, Told you so studio.**

**September 2023 - present.**

I design interesting and authentic brand identities and provide other graphic design services such as social media templates, email newsletters, menu design and creative strategy services on a freelance basis for a variety of clients.

#### **Head of Design, Neon Mfg.**

**February 2017 - September 2023.**

During my 6.5 years at Neon Mfg. I designed for many high level clients including Nike, Facebook, Delta Airlines, USDA, Goop, Sephora, Hulu and Universal Music.  
I also designed for individuals such as Eminem, Run the Jewels, Chief Keef, 2 Chains and The 1975.

- Researched, designed and developed new collections for our own product ranges.
- Designed to brief while maintaining brand standards for business and personal clients.
- Presented proposals, bidding, designs and pricing.
- Designed custom, functional packaging while meeting client's brand standards.
- Recruited, trained and managed a team.
- Implemented and maintained social media and advertising campaigns.
- Developed creative solutions for the customer's unique needs and limitations (trade shows, events, merch drops etc.) that work to strengthen brand messaging.
- Project managed several projects running simultaneously, anticipating client needs before the client is aware of their needs.

**Teacher of English, The British Council Vietnam and Indonesia.**  
**February 2013 - May 2016.**

I taught English in South East Asia for 3 years for a world renowned, Government founded company. This experience made me incredibly adaptable and resourceful while immensely improving my public speaking, management and creative problem solving skills.

**Formal Training**

**Bachelors' Degree with Honors in Textile Design.**  
Manchester School of Art, England, 2010.

**Certificate in UI/UX Design.**  
Emily Carr University/OCAD University, Canada, 2023.

**Certificate in Communication Design.**  
Emily Carr University, Canada, 2022.

**Certificate in Commercial Illustration.**  
Langara College, Canada, 2016.

Thank you.

A stylized, handwritten signature in white ink on a black background. The signature appears to read 'Kate Drief' with a long, sweeping underline that extends to the right.