

# Kate Davies

Graphic & Brand Designer/Illustrator

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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**

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

**September 2023 - present.**

I design brand identities and provide other graphic design services such as social media templates, email newsletters 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, 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.

**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 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 handwritten signature in white ink on a black background. The signature is cursive and reads "Kate Drief".