

*Effective storytelling
for brands and products.
Visual strategy for great
content-driven campaigns.*



KAT MOSS

CREATIVE DIRECTOR / SENIOR DESIGNER

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SKILLS

LEAD GEN / CAMPAIGNS

Account-based web personalization
Targeted direct mail campaigns
Product launch campaigns
Microsites, landing pages, display ads, social media
Content creation & messaging
Web integration with SEO, analytics & ABM tools

DESIGN & CREATIVE DIRECTION

Creative strategy
Project management
Team leadership
Identity development & brand management
Multi-page layouts, magazine spreads, catalogs
Storyboarding & illustration
Video & photo shoot direction
Typography & composition

WEB

Wordpress & CMS management
Leadership of in-house & contract teams
UI/UX, journey mapping, wire framing
Strategy & project management
Personalization & interactive experience
CSS, HTML, Javascript

EVENTS

Tradeshows & user conferences
HR / recruiting, benefit events
Location & event planning
Floorplans & booth designs
Giveaways, promotions
Vendor procurement

SOFTWARE

Mac & Win OS
Adobe Creative Suite
MS Office Suite
Salesforce, Pardot
Basecamp, JIRA
SocialFlow, DemandBase
Mockingbird

LANGUAGES

Spanish, mostly fluent, written & spoken
French, partially fluent, written & spoken

EDUCATION

UNIVERSITY OF OREGON

Bachelor of Fine Arts // 2003
Fine Arts // Metalsmithing

PROFILE

Creative director / senior designer with more than 15 years of experience developing visual content and strategies for effective marketing campaigns. Adept at balancing valuable content with consistent, high-quality aesthetic. Experienced in delivering valuable content to diverse ranges of B2B and B2C audiences.

EXPERIENCE

SENIOR DESIGNER / WEB & GRAPHIC MANAGER // SMARSH

Portland, OR // 2013 - present

Senior designer and lead of in-house Creative & Web Services, managing a team of staff and contract production designers and developers. Strategic leadership and development of all corporate web properties. Collaborating and providing creative vision for new campaign concepts, targeted expansion initiatives, content strategy, and marketing programs. Design direction and management of all customer-facing and internal creative projects across web, digital campaigns, events, social media and more.

CREATIVE DIRECTOR / FOUNDER // PENCHANT&CO

Portland, OR // 2005 - present

Founding member and creative director for Portland-based marketing collective. Creative lead in research, concept and design for: branding and identity, web and UI/UX, flash animation, digital illustration, and print collateral for brands nationwide. Creative vision and implementation of promotional materials, email campaigns, direct marketing campaigns, video production, photo shoots, and pitch concepts. Multidisciplinary project management, team leadership and business development.

CREATIVE DIRECTOR / CO-FOUNDER // WELCOME HOME MARKETING

Lake Oswego, OR // 2010 - 2012

Co-founder and creative director of mortgage and real estate focused marketing firm. Creative vision, direction and development of client marketing systems and products. Multidisciplinary management of retail distribution programs, web & social media presence, and ideation of marketing product expansion. Leadership of product design, development team and vendor partnerships.

GRAPHIC DESIGNER // BRICK HOUSE PROJECT

Portland, OR // 2007 - 2009

Print and web designer at marketing agency serving wide range of clients, nationwide. Graphic design and production work on multi-page publications, branding, trade-shows, web UI/UX, motion graphics, collateral, large scale design, print sourcing and press checks, pitch concepts, photography and more.

PRINT & WEB DESIGNER // COMPANIONLINK SOFTWARE

Portland, OR // 2004 - 2007

Marketing creative for a local software development company. Lead designer on corporate rebrand and brand management, software UI, web, digital campaigns, promotions, printed collateral, software walkthroughs, product packaging, targeted direct mail campaigns, and co-branded partner programs.

WEB & GRAPHIC DESIGNER // FLOWERING DESIGN

Portland, OR // 2000 - 2005

Web and graphic designer at web development shop with a large array of clients, nationwide. Brand & logo design, web project scoping, UI/UX, web design and site development.