

*Effective storytelling
for brands and products.*

*Visual strategy for great
content-driven campaigns.*



KAT MOSS

ART 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

Art / creative direction
Large scale & 3D print
Production design
Collateral: white papers, sell sheets, templates, etc.
Visual campaign strategy
Project & creative team management
Identity development & brand management
Multi-page layouts, magazine spreads, catalogs
Storyboarding & Illustration
Video & photo shoot direction
Typography & composition

WEB & UI/UX

Wordpress & CMS management
Front end development, CSS, HTML
Leadership & project management
UI/UX, journey mapping, wire framing
Strategy & project management
Personalization & interactive experience
Conversion optimization

EVENTS

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

SOFTWARE

Mac & Win OS
Sketch, Figma
Adobe Creative Suite
MS Office Suite
Salesforce, Pardot
Basecamp, JIRA
Lucidchart
SocialFlow, DemandBase
Mockingbird, Harvest, Wrike

OTHER

Stand up comedy
Historical costume reproduction
Pinball enthusiast
Singer / musician
Ballroom / latin dance

EDUCATION

UNIVERSITY OF OREGON

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

PROFILE

Senior digital & print creative with more than 15 years of experience in multi-touch marketing campaigns for B2B audiences. Specialist in developing visual strategies that balance valuable, targeted content & interface functionality with brand-consistent, high-quality aesthetic. An enthusiastic team leader and group collaborator, recognized for energy and commitment on projects throughout organizations.

EXPERIENCE

CREATIVE DIRECTOR / LEAD DESIGNER // PENCHANT&CO

Portland, OR // 2005 - present
Founding member and creative director for Portland-based marketing collective. Strategic lead in research, concept and design for; branding/identity, web design, UI/UX, digital illustration, print collateral, content development, Salesforce Community cloud design, and more. Aesthetic development and implementation of promotional materials, email & direct marketing campaigns, video production, photo shoots, and pitch concepts. Multidisciplinary project management, team leadership and campaign content & strategy.

SENIOR DESIGNER / MANAGER / CONSULTANT // SMARSH

Portland, OR // 2013 - present
Senior designer and lead of in-house Creative & Web Services, managing a team of staff & contract production designers and developers. Strategic leadership and development of all corporate web properties. Multi-stakeholder collaboration and creative leadership for new campaign concepts, targeted expansion initiatives, content strategy, and marketing programs. Design direction, creation and management of all customer-facing and internal communication projects across web, digital campaigns, events, social media and more.

CREATIVE DIRECTOR / CO-FOUNDER // WELCOME HOME MARKETING

Lake Oswego, OR // 2010 - 2012
Co-founder and creative director of boutique marketing firm, specializing in customized campaigns and collateral for brokers, real-estate, and mortgage industry needs. Creative vision, direction and development of client marketing systems and products. Multidisciplinary management of client distribution programs, web & social media presence, and leadership of go-to-market strategy. Oversight/ownership of production, development team and vendor partnerships.

GRAPHIC DESIGNER // BRICK HOUSE PROJECT

Portland, OR // 2007 - 2009
Print and digital/web designer at marketing agency serving wide range of B2B and B2C clientele, nationwide. Graphic design and production work on: multi-page publications, magazine spreads, branding & identity design, trade-show & large-scale graphics, web UI/UX, motion graphics, presentations, collateral, print sourcing and press checks, pitch concepts, photography oversight, and more.

PRINT & WEB DESIGNER // COMPANIONLINK SOFTWARE

Portland, OR // 2004 - 2007
Marketing creative for a local software development company. Lead designer in charge of corporate rebrand, brand management, software interface design, website design, campaign landing pages, targeted digital campaigns, events & promotional materials, printed collateral, software walkthroughs, product packaging, multi-touch & ABM campaigns, and co-branded partner programs.

WEB & GRAPHIC DESIGNER // FLOWERING DESIGN

Portland, OR // 2000 - 2005
Digital/web designer at boutique marketing collective serving wide range of B2B and B2C clientele, nationwide. Graphic design and production work on: branding & identity design, trade-show & large-scale graphics, web UI/UX, motion graphics, collateral, print sourcing, and more.

Samples & references are available, and provided upon request