

Kate Collett

Graphic Designer

STATEMENT

I enjoy the challenge of diving into new fields, partnering with large cross-functional teams with global brands and products, as well as connecting one on one with passionate small business owners. I have consistently juggled multiple projects for print and web at a fast pace and high standard, while also considering how to optimize for longterm cohesion, efficient processes, and rewarding collaborations. My calm demeanor, team-first attitude and positive outlook ensure that deadlines are met whatever twists and turns may arise.

EXPERIENCE

Meta (Facebook) via Magnit (October '21 – March '23)

Senior Graphic Designer

Create global brand standards for Quest retail marketing with cross-functional teams. Design campaigns and provide direction for international agencies. Design bespoke executions for in-store graphics and digital channels.

Google via Adecco (August '19 – May '21)

Google via Synergis (July '16 – October '17)

Global Retail Graphic Designer

Collaborate with cross-functional teams and agencies to build the brand identity across Google's portfolio of brands and products in retail, including in-store signage, campaigns, circulars, online brand pages and ads, and executive presentations.

Wells Fargo via Randstad Technologies (February '16 – July '16)

Visual Designer

Work with departments across Wholesale UX to design internal initiatives, including research, UX and web design. Showcase the work of the UX design team with internal e-newsletters, infographics, event collateral and executive presentations.

Little Mendelson, P.C. (August '12 – August '15)

Graphic Designer

Partner with stakeholders to design client-facing print publications, event collateral, advertisements, and email communications.

Academic Insight, LLC (January '11 – June '12)

Lead Graphic Designer

Design direct mail advertisements, brochures, and email marketing. Develop branding for affiliates Pacific Education Coalition and Ootabe, including market research, print and Web design.

San Francisco State University (August '10 – June '11)

Graphic Designer

Lead branding and design of logos, signage, maps, publications, and brochures for sustainability and public art initiatives on campus.

CONTACT

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EDUCATION

San Francisco State University (2011)

- BS in Design: Visual Communications
- Cum Laude

Brunel University London (2010)

- Industrial Design and Technology BA
- One year study abroad

Franklin University Switzerland (2007)

- Semester study abroad, Art History

TOOLS

- Adobe Creative Suite
- HTML and CSS
- Squarespace
- Wordpress
- Wix
- Figma

SKILLS

- Graphic Design
- Art Direction
- Brand and Identity Design
- Retail Design
- Packaging Design
- Executive Presentations
- Web Design
- Typography
- Print Production
- Asset Management
- Illustration