

Kate Warburton

SENIOR DESIGNER
(201) 486-3293
hellokatewarburton@gmail.com

SKILLS

- 9 years experience delivering high-quality, strategic design solutions across multiple channels.
- Expert level experience with Photoshop, Illustrator, InDesign, Figma, and After Effects

EXPERIENCE

Freelance Designer - *Select Clients: Uber, Possible Finance, Carpe Diem, Moloco, Portalis Ai*

CURRENT

- Delivering effective and professional marketing assets across the digital landscape.
- Designing still and moving graphics using Figma, After Effects, Photoshop, and Illustrator.
- Maintaining professional level knowledge of a multitude of spaces including, social media, business materials, in-person experiences, websites, and mobile applications.

Meta, New York - *Design Lead, Creative Systems*

JULY 2016 - FEBRUARY 2022

- Owned and executed design across projects including Branding, Internal Campaigns, Advertising Strategy, Rapid Prototyping, Event Design, and UI/UX for internal tools.
- Owned the process through which our Design Team engaged with interdisciplinary partners, leading to **27 new design thinking and strategy briefs**.
- Facilitated team check-ins for effective communication, feedback and support to foster consistent collaboration amidst an ever-changing environment.
- My initiative led to a **76% increase in our team's confidence in their career growth** in one half.
- Championed diversity and inclusion as the Creative Lead of our Global LGBT+ Employee Resource Group (ERG).

Levlane, Philadelphia - *Art Director*

AUGUST 2013 - JULY 2016

- **Lead Art Director for 6 brands**, including the Levlane brand and Clemens Food Group
- Crafted cutting-edge campaigns across digital, print and OOH channels in a fast-paced environment.
- Directed photo and video shoots with a high-standard for detail and aesthetics.
- **Acquired 9 new business accounts** in my last year by pitching innovative brand and campaign concepts.
- Owned the redesign of the Levlane brand inline with the company's long-term vision.

EDUCATION

Temple University - *B.A. Advertising: Art Direction, Graduated '13, Cum Laude*
University of the Arts - *Visual Communications, Photography, '08-'11*