

Kathryn Mahathavorn

Creative Content & Design

kmahathavorn@gmail.com

714.453.8703

- 15+ years experience in print and digital media, with emphasis on the beauty, fashion and entertainment industries
- Proven expertise and execution of creative vision, strategy and community engagement
- Seeking a challenging opportunity to serve as a creative lead for a company with a collaborative, team-oriented approach to the creative process which facilitates continued professional and personal growth

Expertise

Creative Strategy

Creative leader with extensive expertise in global brand strategy, establishing and executing creative brand vision through marketing and digital media across all platforms, and a thorough understanding of principles of art, layout and copy

Social Media

Extensive experience in content development, promotional campaigns and influencer outreach with a strong pulse on the digital and social landscape

Experience

Design Director, Too Faced Cosmetics Irvine, CA | January 2008 - Present

- Evolved and defined brand identity across all media. Established brand standards (color palette, logo, font, design) across all media
- Leads teams in the development, design and production of cross-channel campaigns including all print, e-commerce, in-store events, and social integrated strategies
- Develops concepts and directs photo and video shoots for seasonal campaigns, tutorial shoots and social media channels. Includes casting, on-set logistics, post-production image selects and managing talent usage
- Forecasts fashion trends and interprets them as appropriate to the brand

Art Director (Contract), Source Interlink Media Irvine, CA | January - October 2008

- Established and maintained the visual identity for select magazine titles
- Collaborated closely with the cross-functional teams on monthly features
- Developed and executed unique, innovative concepts and designs for the magazine's cover, spreads, and features
- Packaged and prepared files for production

Graphic Designer, ADx Inc. Lake Forest, CA | October 2005-January 2008

- Served as the creative department's traffic manager
- Established and ensured brand consistency by creating guidelines and media kits
- Designed and developed artwork for print advertising, direct mail, billboards and bus wraps
- Directed client photo shoots from concept through completion of final retouched images

Graphic Designer (Freelance) Various Clients | June 2000 - Present

Arnel Properties	HairCrafters	PacSun
Body Wise	Juice It Up	Preferred Case Management
Brainsoup Studios	Liza Samala Designs	The Wax Parlor
EBS Construction	Marine Clerks Association	Tapioca Express
Form & Function Design	Orange Label Advertising	W.L. Leap Corp.

Education

Bachelor of Fine Arts in Graphic Design with Honors

California State University, Fullerton
Cum Laude and Dean's List recipient

Skills

Proficient in Mac OS X, Adobe Creative Suite CC, Microsoft Office
Social marketing tools: YouTube, Twitter, Instagram, Vine, Pinterest, Facebook, Snapchat

References available upon request