

Kathy King

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SUMMARY

Senior Brand and Graphic Designer with 20+ years of experience creating thoughtful, high-quality design across brand, digital, print, campaign, retail, event, and experiential touchpoints. Background spans agency, in-house marketing, and global brand teams, with a strong eye for typography, composition, visual storytelling, and scalable brand systems. Skilled at leading projects from concept through final execution, collaborating with cross-functional teams, and creating work that is both creatively strong and commercially effective.

AREAS OF EXPERTISE

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|---------------------------------------|--------------------------------------|---------------------------------------|
| • Brand identity and visual systems | • Campaign concepting and design | • Digital, print, social, and retail |
| • Packaging, events, and environments | • Typography and visual storytelling | • Brand guidelines and design systems |
| • Sales and marketing presentations | • Cross-functional collaboration | • Vendor coordination and production |

SOFTWARE EXPERTISE

• Figma • Adobe Creative Suite • Adobe Premier • Canva • Asana • Workfront • Slack • Google Suite • MSTeams

PROFESSIONAL EXPERIENCE

Waites Sensor Technologies

Cincinnati, Ohio

Senior Brand Designer

May 2025 – Nov 2025

- Building the company's digital presence through social media, case studies, presentations, and trade show materials
- Developing marketing and production workflows to accelerate content turnaround times, e.g. design components, etc

Databricks

San Francisco, California

Senior Production Designer

Aug. 2023 – Aug. 2024

- Designed white papers, eBooks, case studies, campaign assets, and event materials with consistent brand execution.
- Applied brand systems across landing pages, webinars, social graphics, sales collateral, and demand gen campaigns.
- Built scalable Figma components and templates to improve speed, consistency, and production efficiency.

Aera Technology

Mountain View, California

Senior Graphic Designer

Feb. 2022 – May 2023

- Developed social media campaigns boosting engagement by 15% using Photoshop/Premiere to create compelling visuals.
- Produced marketing materials, including weekly video blogs and digital campaigns tailored to target audiences
- Streamlined design approval processes by leveraging collaborative design tools, decreasing production time by 15%
- Worked with product teams to create intuitive collateral that simplified concepts, driving stakeholder alignment

Hitachi Vantara

Santa Clara, California

Senior Visual Designer

Sept. 2012 – Dec. 2021

- Supported the Hitachi Vantara global rebrand across web, social, events, presentations, and marketing collateral.
- Designed event brand experiences, including signage, presentations, digital graphics, and experiential materials.
- Delivered global sales and marketing collateral while maintaining brand consistency across teams and regions.
- Mentored junior designers and supported a collaborative creative team.

Kathy King Design

Santa Cruz, California

Senior Graphic Designer/Sole Proprietor

Mar. 2001 – Sept. 2012

- Created logos, websites, packaging, and marketing materials for tech, healthcare, nonprofit, and local business clients.
- Partnered with writers, photographers, printers, and vendors to deliver projects from concept through final production.
- Developed visual systems and marketing materials that helped clients clarify their message, strengthen their brand presence, and stand out in competitive markets.

EDUCATION

Art Center College of Design

Pasadena, California

Bachelor of Fine Arts (BFA)

ADDITIONAL INFORMATION

Awards: GDUSA American InHouse Design Award (multiple years)

Trail leader for SCMTS (Santa Cruz Mountain Trail Stewardship), managing hiking and biking trail creation and maintenance