



KAT HOOD

SENIOR ART DIRECTOR

 KatPrintDesigns@gmail.com

 817.773.2721

 KatPrintDesigns.com

PROFESSIONAL PROFILE

Detail-oriented Senior Art Director who can supervise and mentor graphic designers, increase team productivity, and give direction to the design team while creating effective and innovative designs for simultaneous projects.

WORK EXPERIENCE

SENIOR ART DIRECTOR

Robinson Creative | Southlake, TX | Feb. 2012 - Present

- Collaborated with the design team to provide naming and branding services within the multi-family housing industry. As a result, multiple communities achieved lease goals quicker than the industry standard.
- Implemented comprehensive, cohesive campaigns across various media including print, social media graphics, websites, promotional items, and signage.
- Customized and implemented a company-wide project management system.
- Worked remote for six months during the pandemic as the only employee.
- Trained and provided design feedback to junior designers.
- Worked with vendors to request pricing, place orders, oversee quality, and coordinate on-time delivery/installation of final products.
- Lead numerous projects simultaneously and met all important deadlines.

GRAPHIC DESIGN TEAM LEAD

Design Works Studio, Inc. | Arlington, TX | Aug. 2007 – Feb. 2012

- Improved the new-hire interview and selection process.
- Developed training materials to onboard new designers.
- Trained new designers while continuing to manage tenured designers.
- Created and maintained a design-knowledge database of best practices and client preferences.
- Met with clients to establish needs/requirements for projects.
- Designed for websites and a variety of print media including brochures, corporate identities, magazines, postcards, T-shirts, and direct mailings.
- Conducted press checks to ensure color-matching, accuracy, and quality of printed materials.

FREELANCE GRAPHIC DESIGNER

Fort Worth, TX | 2005 – Present

- Created projects including publications, logos, brochures, business cards, banners, invitations, and package design for clients in multiple industries.



EDUCATION

Bachelor of Fine Arts,
Graphic Design

Texas Christian University
Fort Worth, Texas



KEY SKILLS

Attention to Detail
Creativity
Critical Thinking
Efficiency
Organization
Problem-solving
Teamwork



SOFTWARE SKILLS

Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Excel
Microsoft PowerPoint
Microsoft Word
Wrike Project Management



DESIGN AWARDS

Muse Creative Award for
Branding Campaign -
2022 & 2019
Communicator Award for
Branding Campaign - 2019,
2017, & 2016
Hermes Creative Award for
Branding Campaign - 2019
Davey Award for Integrated
Promotional/Branding
Campaign - 2017