

KATE HULL



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Creative director and design operations leader with 15+ years of experience leading teams, shaping brands, and delivering thoughtful, high-impact campaigns. I guide work from concept through execution, building systems and workflows that help teams do their best work. I care about creating bold, consistent creative that actually means something and gets results.

EXPERIENCE:

CREATIVE MANAGER

*Righteous Clothing -
Clackamas, OR*
2025 - Present

- Led a full brand refresh, modernizing a 13-year-old identity and elevating the brand for current audiences and growth
- Built and led creative operations, improving efficiency, consistency, and collaboration across teams
- Organized and scaled digital asset systems, reducing friction and increasing accessibility
- Developed onboarding and training materials to support team growth and adoption of tools and processes
- Created templates and mockups that aligned concept through final execution
- Produced targeted marketing materials across print and digital channels to strengthen brand presence
- Established workflows that increased production speed while maintaining brand consistency
- Partnered with leadership to identify gaps and implement scalable, long-term solutions

CREATIVE DIRECTOR

*Kate Hull Designs -
Portland, OR*
2012 - Present

- Lead projects end-to-end, aligning timelines, budgets, and client expectations through clear communication and intentional process
- Deliver creative across print, digital, video, and environmental channels, adapting approach based on project goals and audience
- Apply current trends, tools, and techniques with intention, ensuring work stays relevant without chasing noise
- Partner directly with clients to define direction, refine ideas, and guide projects from concept through execution

CREATIVE MANAGER

Renewal by Andersen
- Tualatin, OR
2023 - 2025

- Lead a creative team delivering multi-channel campaigns across digital, video, print, and CRM platforms including web, social, email, and SMS
- Partner with leadership to shape team structure, processes, and creative direction, aligning output with business goals and growth
- Direct photography and video production, capturing and producing content that elevates campaigns and supports brand storytelling
- Drive concept development through research and audience insight, guiding the team toward work that is both strategic and visually strong
- Present and defend creative direction across departments, ensuring alignment from concept through final execution
- Build and mentor a collaborative team culture that supports high-quality work and accountability
- Lead recruitment and hiring efforts, identifying and securing talent to strengthen the creative team
- Drive creative direction across key campaigns, ensuring consistency and impact across all channels

SENIOR VISUAL DESIGNER + COMMUNICATIONS MANAGER

Non-Profit (Foursquare)
- Beaverton, OR
2010 - 2023

- Led and mentored creative teams, fostering a collaborative and high-performing environment
- Directed a full company rebrand from strategy through implementation
- Partnered with leadership across nine departments to strengthen communication for a 2,500-member community
- Managed organization-wide initiatives, overseeing timelines, budgets, and cross-functional execution
- Led three website redesigns, improving user experience and performance
- Directed internal communications strategy, including a full system migration and leadership training
- Delivered clear, consistent messaging during COVID-19 to maintain engagement and trust
- Produced multi-channel creative assets supporting campaigns, events, and organizational initiatives

EDUCATION:

ASSOCIATES IN GRAPHIC DESIGN

Portland Community College • 2011