

KATE HULL



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Creative director and design leader with 15+ years building brands, leading teams, and delivering work that moves the needle. I've rebranded organizations, directed multi-channel campaigns, built creative operations from nothing, and mentored talent that went on to do great things. I bring equal parts vision and discipline, developing bold creative direction while building the systems and team culture to execute it at scale.

FOUNDER & CREATIVE DIRECTOR

Kate Hull Designs - Portland, OR

2012 - Present

- Run a full-service creative practice spanning brand identity, digital, print, web, video, and environmental design, managing every project from brief through delivery
- Photograph live events, concerts, and portraits, and produce testimonial video content for nonprofit clients
- Currently partner with the City of Beaverton to refresh their official photo library
- Build direct client relationships, clarifying goals, setting expectations, and keeping projects on track without losing the creative thread

CREATIVE MANAGER

Righteous Clothing - Clackamas, OR

2025 - Present

- Leading a full rebrand of a 13-year-old company, modernizing the visual identity and positioning the brand for growth
- Built creative operations from the ground up, establishing structure, workflows, and standards in a department that had none
- Design apparel and uniform programs for clients, guiding concepts from initial mock through production-ready artwork
- Maintain the company's digital asset management system and produce marketing materials across print and digital channels
- Created onboarding materials and trained staff on tools and processes, turning tribal knowledge into repeatable practice

CREATIVE MANAGER

Renewal by Andersen - Tualatin, OR

2023 - 2025

- Led a creative team delivering integrated campaigns across digital, print, video, CRM, social, email, and SMS, contributing to a 15% year-over-year revenue increase
- Directed concept development from brief through execution, grounding creative decisions in audience insight and strategic thinking
- Oversaw all video production end-to-end, directing scripts, guiding VO talent, and ensuring the final product landed with the right message and voice
- Shot and directed testimonial and product photography supporting both sales and brand storytelling
- Built and mentored a high-performing team culture and led recruitment efforts that raised the overall caliber of the creative team

SENIOR VISUAL DESIGNER + COMMUNICATIONS MANAGER

Non-Profit - Beaverton, OR

2010 - 2023

- Grew from intern to leading the full communications and creative function over a 13-year tenure
- Directed a comprehensive rebrand for a 2,500-member nonprofit, extending the identity across print, digital, environmental design, lobby experiences, and stage production
- Partnered with leadership across nine departments to unify communication and ensure all output felt like one cohesive organization
- Led three full website redesigns and directed internal communications strategy including a full platform migration and staff training
- Custom-built a backend tracking system from scratch, rolled it out organization-wide, and trained staff on adoption
- Managed vendors, volunteers, and contractors while maintaining quality, timelines, and budget accountability

ASSOCIATES OF APPLIED SCIENCE IN GRAPHIC DESIGN

Portland Community College

Graduated in 2011