

KATE HULL



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Strategic creative director and design operations leader with more than 15 years of experience guiding teams, optimizing workflows, and developing campaigns that generate measurable results. Expert in brand development and collateral design, with a proven ability to manage projects successfully from concept to completion. Passionate about leading teams to produce bold, consistent, and high-impact creative work. I'm ready to elevate your team's creative output and deliver meaningful results.

EXPERIENCE:

CREATIVE MANAGER

*Righteous Clothing -
Clackamas, OR*
2025 - Present

- Developed and implemented streamlined processes and procedures that improved team efficiency and consistency across departments.
- Organized and systemized digital assets, enhancing accessibility and productivity for cross-functional teams.
- Created internal documentation and training materials to support onboarding, software adoption, and knowledge retention.
- Designed reusable templates and visual mockups to ensure alignment between concept and final deliverable.
- Produced targeted marketing materials tailored to distinct audience segments, strengthening campaign performance and brand relevance.
- Standardized workflows and creative assets to maintain brand consistency and accelerate production timelines.
- Partnered with leadership to identify inefficiencies, design scalable solutions, and document best practices for long-term sustainability.

CREATIVE DIRECTOR

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

- Manage projects from concept to delivery, ensuring timelines, budgets, and client goals and expectations are met through effective planning, regular checkpoints, and clear communication.
- Design and deliver creative solutions across print, digital, video, and environmental media.
- Research, analyze, and integrate the latest trends, techniques, and tools to ensure content remains modern, relevant, and effective.

CREATIVE MANAGER

Renewal by Andersen

- Tualatin, OR

2023 - 2025

- Direct and manage a creative team to produce marketing assets, including digital graphics, videos, print advertisements, and promotional materials for websites, social media, email, and text campaigns.
- Strategize with leadership to define the structure, processes, and goals for the creative team, ensuring alignment with organizational objectives and long-term success.
- Direct on-site photography and videography efforts, capturing high-quality visuals to enhance marketing materials and highlighting the company's philanthropy efforts.
- Conduct competitive research to guide the team in developing unique designs that resonate with target audiences. Present design concepts and campaign strategies in team meetings, fostering collaboration and clarity across departments.
- Foster a collaborative and innovative environment by mentoring team members and providing clear direction to align with organizational goals and brand standards.
- Lead candidate evaluations to identify and secure top talent, contributing to a high-performing team.

SENIOR VISUAL DESIGNER + COMMUNICATIONS MANAGER

Non-Profit (Foursquare)

- Beaverton, OR

2010 - 2023

- Led and mentored teams, including staff and volunteers, fostering a creatively motivated and productive environment.
- Led the successful execution of a company rebrand, managing strategy, design, and implementation.
- Partnered with leaders from nine departments to enhance communication for a community of 2,500 weekly members.
- Planned and oversaw organization-wide projects, managing milestones, budgets, resources, and deliverables for both internal and external initiatives.
- Led three website redesigns, developing and executing strategic improvements to enhance user experience and functionality.
- Managed and directed the successful migration of an internal communications system, overseeing budgeting, project management, and leadership training.
- Directed organizational communication during the uncertain times of COVID-19, providing clear, consistent messaging to maintain engagement and transparency with the community.
- Produced custom graphics, illustrations, infographics, photo treatments, and print and digital media templates.
- Developed collateral such as banners, flyers, logos, campaigns, signage, and presentations.
- Oversaw visual storytelling projects that engaged audiences and strengthened community partnerships.

SKILLS:



CREATIVE & DESIGN LEADERSHIP

Art Direction • Brand Development • Creative Strategy • Project Management • Process Improvement • Team Leadership • Cross-Functional Collaboration • Vendor & Client Relations



OPERATIONAL EXCELLENCE

Workflow Optimization • Knowledge Documentation • Onboarding Development • Brand Consistency Systems



BRANDING & VISUAL DESIGN

Brand Identity Systems • Campaign Concepting • Multi-Channel Design (Print, Digital, Social) • Marketing Collateral Design • Visual Mockups & Templates • Photography, Videography & Lighting Production • Environmental & Experiential Design



MARKETING & COMMUNICATIONS

Campaign Development • Market Segmentation • Content Creation • Copywriting • Social Media Strategy • B2C & Corporate Advertising • Direct Response Marketing • Internal Communications



TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects) • Microsoft Office • Google Suite • File Organization & Digital Asset Management • Software Migration & Training

EDUCATION:

ASSOCIATES IN GRAPHIC DESIGN

Portland Community College • 2011