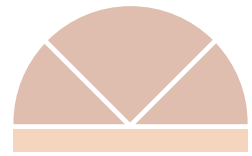


kate mulvey paiz

creative director + product marketer + loud laughter + designer



experience

Creative Director | CleverMade

Carlsbad, CA
Aug 2017 - present

- Lead and executed the visual identity and re-branding initiative including brand strategy and identity across a number of channels and touch points, including packaging, presentations, social media, e commerce and advertising
- Established the CleverMade Eco logo and brand standard for all touch points
- Concepted, designed and executed a multitude of campaigns, the most recent Cooler for the Planet campaign for our eco cooler line at Target
- Project manager for designers for all product marketing requests
- Lead and mentored designers and production artists
- Collaborate directly with the product and sales team to ensure proper deployment of marketing deliverables for product launches from sell in to sell through
- Strengthened CleverMade's market distinction and leadership position by developing and delivering thought leadership and creative solutions

Design Manager & Senior Graphic Designer | CleverMade

Carlsbad, CA
Mar 2016 - Aug 2017

- Managed and maintained CleverMade.com on Shopify: created PDP, story and collection pages and web banners
- Designed monthly emails using MailChimp, implemented abandoned cart emails as well as post purchase flow to educate customers and capture additional revenue
- Managed and mentored a team of designers
- Brand ambassador for all marketing touch points

Freelance Designer & Brand Manager | Various Clients

Carlsbad, CA
Oct 2014 - Mar 2016

Design Manager & Senior Graphic Designer | SKLZ

Carlsbad, CA
July 2013 - Aug 2014

- Project manager for 4-person in-house design team: scheduled, tracked, and oversaw projects
- Created marketing calendar to guide the Design Team through product launches, campaigns deadlines, and deliverables
- Collaborated with the Sales, Category, Product, and Marketing managers to facilitate all design projects
- Lead, trained, advised, and oversaw art for the Design Team and freelancers
- Studio product photographer and directed any outsourced product photo shoots
- Directed the creative process and style for a few select Baseball and Golf shoots— with the assistance of Category Managers

Graphic Designer | SKLZ

Carlsbad, CA
May 2010 - July 2013

- Aided Creative Director in developing detailed guidelines & templates for new packaging layout, in a 6 month period converted 200+ packing files to new design
- Developed product artwork tech packs with the Product Team
- Implemented SKLZ style guides to edit photos for various mediums, including event collateral, packaging and web
- Designed brand and product advertising for print and retail POP experience

Production Artist | SKLZ

Carlsbad, CA
Aug 2008 - May 2010

- Edited photos for all print and web needs
- Created and updated packaging and product artwork based on SKLZ style guide
- Conceptualized and executed instruction layout and illustrations
- Maintained and oversaw the production server structure, naming convention and file organization

about me

Creative yet strategic self-starter who aims to impact on a global scale. Applying 13 years of product marketing experience in diverse face-paced start-ups. Professional hat wearer, mentor, problem solver and team player. I thrive in a fast paced environment that is collaborative with a positive atmosphere and strive to be a part of something significant - a workplace that facilitates creativity, collaboration and innovation on a daily basis.

skills + expertise

Brand Development & Strategy
Campaign Design & Integration
Product Marketer
Coach & Mentor
Photographer
Storyteller
Strategic Problem Solver
Creative Specialist

education + awards

Platt College
Associates in Graphic Design
Deans List
Graduated with a 4.0

University of Wisconsin
BA: Theater & Drama with an emphasis in Costume Design

Most Inspirational Player
Awarded by SKLZ, 2015

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