

# kathynolan

Associate Creative Director/Senior Graphic Designer

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**Associate Creative Director/Senior Graphic Designer** specializing in creating brand identity systems and supporting marketing and promotional materials. Extensive experience as a long-term freelancer for advertising and marketing agencies, small businesses, and non-profits, helping organizations grow their reach and client base through successful, strategic, visual communications.

## AREAS OF EXPERTISE

- brand development • identity system design • logo design • website design • presentation design
- consumer promotions • marketing campaign digital/print collateral • digital/print advertising
- environmental graphics • social media campaigns and graphics • exhibition/trade show graphics
- retail display design • illustration

## Work Experience

### 2013-2024 | **That Meetball Place** – Long Island, NY – *Full Service Restaurants* – **Creative Director**

Developed brand for a new, full-service restaurant. Created brand voice, brand identity system, logo and icon designs, menu design, interior and exterior signage, environmental graphics, and website design direction. Design of on-site and off-site advertising, promotional and event collateral. This includes print and digital ads, social media campaigns, in-store posters, postcards, brochures, merchandising, server uniform designs and brand style guide.

### 2012-2024 | **Popei's Clam Bar** – Long Island, NY – *Full Service Restaurants* – **Creative Director**

Executed brand refresh for successful, family-owned, full-service restaurant chain in New York. Updated logo, created brand identity system and style guides. Design for menus, environmental graphics, signage, promotional merch, social media and website. Concept, strategy and design of ongoing promotional, advertising and marketing materials.

### 2000-2024 | **Artist Vincent Calenzo** – New Haven, CT – *Painter* – **Sr. Graphic Designer**

Provide graphic design support for fine arts painter. Produce print and digital materials to promote artists' business and gallery exhibitions. Concept and execute design of artist website, social media graphics and videos. Photo retouching and color adjustments of artwork photography. Design branded materials for gallery shows including invitations, promotional brochures, postcards, direct mailers, booklets, exhibition signage and labels.

### 2012-2022 | **Optima Group, Inc.** – Fairfield, CT – *Financial Services Marketing Agency* – **Sr. Graphic Designer**

Played a key role in brand development, creating identity systems, designing marketing communications, both digital and print, website design, social media campaigns and presentation designs for the financial services industry. Clients include; Hightower Advisors, Luma Wealth Advisors, Klingenstein Fields Wealth Advisors, Palisade Capital Management, Symmetry Partners, Washington Trust Wealth Management, and Spruce Investment Advisors.

### 2018-2019 | **The Taylor Group** – Boston, MA – *Brand Experience Agency* – **Sr. Graphic Designer**

Created large scale exhibition graphics for national and international trade shows, events and sales meetings for various clients, adhering to branded campaign guidelines, utilizing agency assets. Clients included Keurig Dr. Pepper, Celgene, and OSRAM.

### 2011-2013 | **drinkcaffeine** – Guilford, CT – *Integrated Marketing Agency* – **Sr. Art Director**

Art direction, design and production services for boutique integrated marketing agency. Created print and digital advertising, brochures, OOH, event materials, and wayfinding graphics. Clients included Jiminy Peak Mountain Resort, Cranmore Mountain Resort, Bradley International Airport, and Hinckley Yachts.

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## Work Experience *(continued from previous page)*

### 2009-2010 | **Crystal Bridges Museum of American Art** – Bentonville, AR – *Nonprofit Organization* – **Sr. Graphic Designer**

Worked directly with the Director of Marketing Services during the pre-opening phase of Crystal Bridges Museum of American Art to promote awareness and excitement for the new Museum through off-site exhibitions and events. Created brochures, postcards, interior and exterior signage, street banners, invitations, digital advertising, and program logos for Museum Exhibitions and Community Programs.

### 2005-2009 | **Catapult Marketing** – Los Angeles, CA – *Shopper Marketing Agency* – **Sr. Art Director/Graphic Designer**

Art direction and graphic design of retail marketing promotions for consumer packaged goods (CPG) clients; Bohemian Highway Wine, Intel, Masterfoods Pet Foods, Beam Global Wine & Spirits, Uncle Bens, DelMonte and Sunkist. Concept and design in-store displays, point-of-sale and promotional materials, direct-mail, brochures and sales kits. Coordinate and oversee production designers, illustrators, photographers, and print vendors.

### 2001-2005 | **J. Walter Thompson** – Los Angeles, CA – *Advertising Agency* – **Studio Manager-Design/Art Director**

Responsible for the daily production of global advertising, budgets, staffing and project management for multi-million dollar international and regional accounts. Managed staff of freelance and full-time production artists. Performed duties as Sr. Graphic Designer. Clients included Symantec, Children's Hospital, Bolthouse Farms, Bandai and all New Business pitches. As an Art Director, I conceptualized and designed for Symantec's Global Consumer Division and Bolthouse Farms Juices and Carrot products. Creating promotional advertising, retail marketing, POS, OOH, and trade show/exhibition graphics and sales materials. Directed photoshoots, coordinated with print production and graphic designers.

### **Early Career Employers include:**

Cornell University College of Engineering | DDB Los Angeles | March of Dimes

## Education

1989 **UMass Dartmouth College of Visual and Performing Arts**, New Bedford, Massachusetts | BFA

2011 **School of Visual Arts (SVA)**, New York, NY | Continuing Ed – Web Design

2018 **MASSART** (Massachusetts College of Art and Design) | Art Education Certification courses

2019 **Southern Connecticut State University** | Art Education Certification courses

### TECHNICAL SKILLS

• Adobe CC • Photoshop • Illustrator • InDesign • XD • Figma • Premiere Pro • Wordpress  
• PowerPoint • Canva • MidJourney AI

Portfolio can be viewed at [knolan.com](http://knolan.com)

References available upon request.