

Kathy Nolan

Senior Graphic Designer | Art Director

Email: ohnolan@gmail.com | Cell: 203-916-2889 | LinkedIn: [linkedin.com/in/kathynolan/](https://www.linkedin.com/in/kathynolan/) | Portfolio: knolan.com | Milford, CT

PROFESSIONAL SUMMARY

Versatile and solutions-driven Senior Graphic Designer and Art Director with 20+ years of experience developing visual identities, integrated marketing campaigns, and branded experiences across diverse industries including hospitality, financial services, retail, CPG, and nonprofit sectors. Highly skilled in leading projects from concept to completion, collaborating with cross-functional teams, and delivering impactful design solutions that enhance engagement and strengthen brand presence.

Work Experience

Senior Brand Designer – Project Based

That Meetball Place, Restaurant Group – Long Island, NY | 2013–2026

- Led brand development and creative execution for a portfolio of restaurant concepts, ensuring cohesive visual and verbal identities across all guest touchpoints.
- Created comprehensive brand identity systems, including logos, typography, color palettes, custom graphics, iconography, and art direction for illustration and photography.
- Crafted brand stories and defined voice and tone to connect with target audiences and align with strategic objectives.
- Designed branded collateral including menus, signage, posters, web and social assets, print and digital ads, merchandise, uniforms, and environmental graphics, enhancing brand visibility and consistency.
- Restaurant brands include *That Meetball Place, Popei's Clam Bar, Portly Porker, Millie's Smash Bar, Aces & Eights Speakeasy*.

Senior Graphic Designer – Freelance

The Taylor Group – Boston, MA | 2018–2019

- Design and print production for environmental and exhibition graphics as well as supporting marketing collateral for international trade shows, corporate events, and product launches.
- Collaborated with the Account Director to ensure quality standards, timely pre-press deliverables, and adherence to strict brand guidelines across client projects.
- Clients included *Celgene (now Bristol-Myers Squibb), Keurig Dr. Pepper, OSRAM*.

Senior Designer

Optima Group, Inc. – Fairfield, CT | 2012–2022

- Developed comprehensive brand identity systems, website designs, and integrated marketing campaigns and collateral for clients in the wealth management, fintech, and institutional investment sectors.
- Designed a wide range of digital and print materials such as presentations, newsletters, marketing emails, social media assets, white papers, and video graphics, exceeding client expectations and helping them attract and retain financial clients.
- Collaborated with the leadership team on new business pitches, developing visual strategy and creative concepts that helped secure multiple long-term client relationships.
- As Interim Associate Creative Director – Led senior creative teams in concept development for new and refreshed brand initiatives, and managed the design studio's daily workflow to ensure timely, high-quality delivery of marketing and communication assets for all agency accounts.
- Clients included *Hightower Advisors, Luma Wealth Advisors, Klingenstein Fields Wealth Advisors, Palisade Capital Management, Symmetry Partners, Washington Trust Wealth Management, Spruce Investment Advisors*.

Senior Art Director

drinkcaffeine – Madison, CT | 2010–2012

- 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, Hinckley Yachts*.

(Continued on next page)

Kathy Nolan

Senior Graphic Designer | Art Director

Email: ohnolan@gmail.com | Cell: 203-916-2889 | LinkedIn: [linkedin.com/in/kathynolan/](https://www.linkedin.com/in/kathynolan/) | Portfolio: knolan.com | Milford, CT

Senior Graphic Designer

Crystal Bridges Museum of American Art – Bentonville, AR | 2009–2010

- Designed exhibition graphics and collateral materials during the museum's pre-launch phase, collaborating with the Director of Marketing to build visibility and anticipation through off-site gallery shows and related events.
- Produced brochures, postcards, interior and exterior signage, street banners, invitations, digital and print ads, and program logos for museum-sponsored exhibitions and community initiatives.

Senior Art Director

Catapult Marketing – Los Angeles, CA | 2005–2009

- Provided senior-level art direction for shopper marketing campaigns and brand partnerships with CPG and retail clients, contributing to increased audience engagement and sales growth for key product and promotional launches.
- Concepted and executed integrated campaign materials including in-store displays, point-of-sale, direct mail, print and digital ads, brochures, and sales kits for nationwide retail and shopper marketing initiatives.
- Collaborated with Copywriters and Creative Directors to brainstorm, refine, and execute effective campaign concepts.
- Directed production across teams of designers, illustrators, photographers, and print vendors to ensure on-brand, high-quality deliverables.
- Clients included *Mars Pet Foods, Uncle Bens, DelMonte, Sunkist, Intel, Campari Group, Beam Global Spirits (Suntory), Foster's Group Wines (Treasury Wine Estates)*.

Studio Manager / Senior Graphic Designer / Art Director

J. Walter Thompson – Los Angeles, CA | 2001–2005

- As Studio Manager – Directed design studio operations, staffing, and production workflows for global and national advertising campaigns, ensuring timely, high-quality delivery.
 - As Senior Graphic Designer – Worked closely with Creative Directors and AD/CW teams to refine and execute high-level design concepts and produce production-ready files for global distribution.
 - As Art Director on Symantec Security Software and Bolthouse Farms accounts – Developed campaign concepts with copywriters and designed brand collateral including print ads, out-of-home (OOH), retail displays, tradeshow graphics, stadium signage, sales kits and brochures. Provided art direction for photoshoots, collaborating with photographers, stylists and internal teams to develop branded visual content. Worked closely with Graphic Designers and Director of Print Production to ensure quality final output.
 - Clients included *Symantec Security Software, Bolthouse Farms, Los Angeles Children's Hospital, Bandai*.
-

Education

UMass Dartmouth – College of Visual and Performing Arts, Dartmouth, MA: Bachelor of Fine Arts (BFA)

Technical Skills

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, WordPress, PowerPoint

Developing Skills: Premiere Pro, Figma, Affinity, Keynote, Adobe After Effects

AI & Emerging Tools: Midjourney, ChatGPT (for ideation, research, and content development), Adobe Firefly