



## KATE STONELY | Head of Creative

Results-oriented creative professional with a passion for creating compelling visual narratives. Proven expertise in crafting cohesive brand identities and elevating user experiences through innovative design. Adept at translating concepts into impactful visuals and driving engagement across diverse channels.

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## CAREER HIGHLIGHTS

- Spearheaded Airgain website redesign, implementing cost-effective original graphics and animations to enhance visual appeal. Strategically orchestrated the 2024 CES trade show booth unveiling, synchronizing its cohesive vision to elevate brand identity and ensure a seamless, impactful online and in-person presence.
- Designed unique textile patterns inspired by iconic Islamic architecture for an exclusive line of luxury silk kaftan dresses. The showcased line not only captivated audiences during the brand's debut fashion show but also generated significant attention and commendation in the subsequent press coverage, contributing to heightened brand visibility and positive recognition.
- Designed patterns and prints for portable power devices, breaking all-time sales records at QVC, with over 1 million units sold worldwide.

## SKILLS & EXPERTISE

Professional	Branding & Identity Design, Web Design, Digital Illustration, Print Design, Ad Design, Typography, Vector Graphics, Product & Package Design, Social Media Campaigns, Visual Communication, Digital Marketing Awareness, E-Commerce, Image Editing, Time Management, Patent Drawings
Technical	Adobe Creative Suite (Illustrator, InDesign, Photoshop), Microsoft Office Suite, Mac/Windows, Magento, Shopify, Wordpress

## EXPERIENCE

Airgain  
San Diego, CA

### Head of Creative | 2021 - Present

- Revitalized and modernized all visual elements cohesively, aligning them with established brand guidelines that I shaped.
- Transformed intricate and technical information into synergistic, user-friendly, visually compelling formats.
- Strategized and conveyed the company's brand identity, positioning, and messaging across diverse visual mediums, including graphics on various platforms such as events, websites, presentations, and supporting marketing and sales documents.
- Led the web development team through the challenging integrations of post-acquisition company websites, optimizing key messaging, enhancing SEO, and establishing logical customer journey paths.
- Reorganized the company's product portfolio into three sub-brands, designing unique, related logos that seamlessly integrated into the ongoing evolution of our corporate branding.
- Fine-tuned key messaging by highlighting clear value propositions, features, and advantages into all product documentation, developing a clean layout for easily digestible information.
- Spearheaded the design of foundational visuals for events, including trade show booths, event vehicles, and marketing materials, effectively conveying the company's primary value proposition.

### Digital Marketing Designer | 2020 - 2021

- Specialized in designing and executing virtual trade shows and events for the sales and marketing teams, ensuring a seamless coordination of various elements for a visually compelling participant experience.

- Led the marketing video strategy, overseeing all phases from conceptualization to execution. Coordinated content direction, created storyboards, managed video recording/shooting, edited footage, curated audio selections for impactful video content.
- Contributed to the development and execution of email campaigns, including newsletters and targeted communications for customers and events.
- Managed complex multi-department projects, collaborating across teams to develop and create content and graphics serving internal, B2B, and client/partner needs. Ensured all visual elements aligned with organizational goals and maintained a high standard of design quality.

#### Graphic Designer | 2018 - 2020

- Collaborated company-wide to conceptualize and communicate brand identity across diverse touchpoints, including presentations, print materials, web, emails, social media, proposals, events, internal communications, and B2B collateral/packaging.
- Developed a comprehensive and cohesive portfolio of visuals for events, including videos, online banners, presentations, trade show booths, giveaway items, homepage sliders, event invitations, website graphics, social media assets, brochures, product labels, and on-site signage/banners.
- Captured and edited all product images for documentation, website, social media, signage, and partner materials.
- Created original graphics, illustrations, and infographics, while refining images, fonts, and layouts to produce visually appealing and effective assets that resonate with the target audience.

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Artizara  
San Diego, CA

#### Graphic Designer | 2016 - 2018

- Directed the development and execution of a cohesive brand identity across diverse channels, encompassing the website, newsletters, social media, and packaging.
- Served as the primary stylist and creative director for significant e-commerce photo shoots, look-books, and fashion shows, contributing as both a fit and lifestyle model in various photoshoots.
- Managed the successful transition from Magento to the Shopify Plus website platform, overseeing product creation, image editing, and front-end website design.
- Nurtured the brand ethos through international travel alongside senior leadership, seamlessly integrating Islamic art and culture into the design process.

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Blue Wesley  
San Diego, CA

#### Graphic Designer | 2015 - 2016

- Crafted compelling promotional marketing collateral that drove successful print and digital ad campaigns.
- Collaborated strategically with the founder to redesign the company's brand identity, ensuring a cohesive and impactful visual representation.
- Revitalized an innovative front-end website design to elevate user engagement, contributing to the success of the 2016 website relaunch.

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Halo2Cloud  
Glastonbury, CT

#### Graphic Designer | 2013 - 2015

- Crafted intricate product design elements, skillfully integrating form and function, patterns, colors, textiles, and packaging to produce functional and aesthetic consumer electronic designs.
- Directed the oversight of brand identity, marketing materials, social media campaign content, product design and web development initiatives.
- Collaborated seamlessly with global brands, including Disney, Swarovski, and Bulgari, to create co-branded product designs showcased at esteemed retailers such as Bloomingdales, Lord and Taylor, and Neiman Marcus.
- Established and nurtured vital relationships with international manufacturers to guarantee the production of high-quality products.

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## EDUCATION

Southern Connecticut State University: New Haven, CT | 2007 - 2011  
Bachelor of Science in Studio Art with concentration in Graphic Design