

Skills

Management

Budget
Collaboration
Development
Deadlines
Inspires
Leadership
Mentoring
Motivating
Prioritizing
Strategic
Supervision

Art Direction

Campaigns
Design | 2D/3D
Packaging
Photography
TV Advertising
Video

Design

Brand
Conceptual
Digital
Email
Ideation
Illustration
Packaging
POS | POP
Print | Offset
Production
Prototyping
Retouching
Social Media
Typography
UX | UI Design

Software

After Effects
Asana
Basecamp
Figma
Illustrator
InDesign
Microsoft 365
Photoshop
Shopify
Trello
WordPress
Workfront
XD

Kate Ritchey

Portfolio

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Overview

Hands-on creative leadership for digital and print, including supervising, inspiring and mentoring staff, assessing workload, budget tracking and driving long term planning for the department. Strategic thinker providing art direction on global brands through directing and facilitating critiques for diverse projects, continually evolving the brand aesthetics through timely innovative design.

Experience

Charlie's Acres | Executive Director | Sonoma, CA | 8/2024-Present

Strategic leadership for the 38-acre sanctuary with 150 rescued farm animals, fostering compassion and appreciation for these intelligent beings through education.

Act as lead for all departments. Supervise and coach staff and volunteers, driving all fundraising efforts, program development, marketing strategies, events, overseeing finance and operations budget of over one-million-dollars, and developing new initiatives in alignment with community needs. Creating a positive, rewarding workplace, cultivating a deep sense of belonging.

Within six months; social media audience increased by 34%, programing by 73%, and fundraising by 81%, furthering the sanctuary's mission through strategic planning and growth.

See's Candies | Design Manager | San Francisco, CA | 1/2022-3/2023

Led a dynamic team of designers and copywriters as well as photography and video crews for the iconic CPG candy brand.

Conceptualized and developed best-in-class creative supporting omnichannel marketing initiatives, in-store signage, packaging, e-commerce and social media.

On set photo art direction for e-commerce, catalog and marketing advertising. Recorded post-production notes for retouch making final selects.

Evolved the brand in both design and voice creating relevancy for new consumers while holding on to traditional aspects of the brand for long-standing consumers.

Growing the creative team 3 times its size to meet the needs of the company as they opened new stores and grew their online presence with email, e-commerce and social media.

Asian Art Museum | Creative Director | San Francisco, CA | 6/2015-12/2021

Creative direction, strategy and content development for the largest museum in the Western world devoted to the arts and cultures of Asia.

Led a diverse creative team which included Exhibition Design, Creative Services, and contract photography and video crews, for on brand deliverables across omnichannel marketing initiatives, exhibition design, packaging, retail product development, events, web, video, social and email consistently delivering growth-oriented results.

Led the front-end design for a full website redesign including incorporating their first e-commerce site for the museum store.

Creative direction for the one hundred-million-dollar transformation project including the re-imagined 31 collection galleries, from exhibition design, informative didactic panels and labels, a new mobile app, and digital engagement with in-gallery tablets, and digital displays throughout the building helping visitors navigate and get the most out of their visit.

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Kensington | Design Manager | Redwood Shores, CA | 7/2012-2/2015

Creative direction for Kensington, a global leader in desktop and mobile device accessories, marketed in more than 100 countries.

Photo art direction for e-commerce, catalog and marketing initiatives including lifestyle and still photography making final selects.

Managed the creative budget and communicated overall global brand creative direction to graphic designers, UI and UX design, and video and photography crews.

Redesign of packaging including brand identity through new logo and color palette, making it 100% recyclable, lowering the overall cost of production and standardizing sizes.

Designed global style guides including brand identity, packaging direction, photography direction, e-commerce website, channel marketing and other marketing assets.

Monster | Beats By Dr. Dre | Senior Graphic Designer | Brisbane, CA | 5/2008-6/2012

Creative lead for Monsters' international electronics market. Designed packaging, POP displays, in-store signage, marketing collateral, trade show booths, product illustrations and digital assets.

Lead designer for the launch of the successful billion-dollar headphone brand Beats by Dr. Dre creating all packaging, marketing and digital assets including a microsite.

Provided art direction, hired and managed freelance designers, production artists, photographers at both the Brisbane and Hong Kong offices.

Art Director | Senior Graphic Designer | Contractor | 2007-Present

Zenni Optical | Art direction for a complete brand refresh.

Brand Advisors | Art direction focused on brand identity for multiple clients.

Restoration Hardware | Designed direct mail catalogs for the launch of baby and child, outdoor, and furniture lines.

Pottery Barn | Designed in-store signage, POS/POP, window displays and created the monthly visual merchandising book for in-store instructional use on all graphics.

Education

California College of the Arts | San Francisco, CA

Post Bachelors, Architecture & Design

California State University, Fullerton | Fullerton, CA

Bachelors of Art, Art

Dean's List | Golden Key National Honor Society

Fashion Institute of Design & Merchandising | Los Angeles, CA

Associates of Art, Visual Presentation & Space Design

Cum Laude | Niedermaier Merit Award