

Katy Cook

VISUAL DESIGNER

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EXPERIENCE

CARVANA Visual Designer MAY 2022 - PRESENT

Developed comprehensive guidelines that communicate the brand identity

Managed the visual identity of sub-brands, sponsorships, and partnerships

Worked closely with product design, marketing, and engineering teams

Transformed concepts into designs that evolved the brand in intelligent and creative ways

FULLER SEMINARY Art Director and Lead Designer MAY 2017 - 2022

Created and executed an overarching rebrand to extend Fuller's international reach

Oversaw the brand reputation for new and existing audiences

Determined the visual direction for the institution in all internally and externally distributed material

Designed and art directed Fuller's largest promotional asset, *FULLER* magazine, and oversaw the entire printing process

Led a creative team in developing and implementing a redesign of Fuller Seminary's website and resource website

EMMANUEL CHURCH Graphic Designer 2015 - 2017

Created and developed a brand identity for the church, its satellite campuses, and individual ministries

Oversaw the visuals of multiple giving campaigns and church-wide projects in addition to routine, weekly tasks

Created and implemented branding packages for events and ministries, annual reports

FREELANCE DESIGN Graphic Designer 2014 - PRESENT

Create custom brand identities for clients in a variety of industries (small businesses, politicians, non-profit organizations, churches, and more)

EDUCATION

Taylor University, BA, Education CLASS OF 2015

SKILLS

Illustrator
InDesign
Photoshop
Lightroom
Figma

Wordpress
Squarespace
Mailchimp
Customer.io
Branding

Editorial Design
Digital Design
Illustration
Typography
Logo Design