

K. Gorrell Matthews

Hi, I'm Kate—highly creative, senior integrated designer and general deep thinker. I'm driven by finding fresh, bold and satisfying solutions for design challenges. Side interests include sustainability initiatives in beauty, tech, fashion and digital design.

SENIOR INTEGRATED DESIGNER

Beauty Pie | London | September 2022 - Present

Partnering with the Creative Director, Head of Brand, and team to shape creatives around product launches, brand content, advertising and campaigns across channels, and branded goods, both physical and digital.

Working directly with in-house Art Director and Photographer to achieve content to support and improve creative; conceptualising new assets as well as iterative versions.

Liaising with the UX, Frontend and Product teams to design and deploy an updated visual and typographic system for a cohesive blog and site experience across devices.

Managing and mentoring Junior and Midweight Designers

SENIOR BRAND DESIGNER

Habito | London | August 2020 - August 2022

One of the leaders in the visual identity development at Habito, guiding implementation of the identity as brand guardian after handover. Working in partnership with the Marketing and Product Design team to apply the identity across all touchpoints of the business, app and site experience.

Directing the design and development of the Habito Content Hub. Sourcing the agency and overseeing execution, including through art direction of the project itself and by managing the build on Webflow. Mentoring a Habito copywriter in becoming Content Hub editor, and partnering with her on strategy.

Directing the creation of social media content in line with the new visual identity; coaching Habito's Community Manager in Figma.

INTEGRATED DESIGNER

Flamingo Research | London | October 2018 - May 2020

Leading design on £500 quarterly trend forecasting subscription, from initial concept to final roll-out, along with accompanying promotional and sales materials, digital and print. Key subscribers are LVMH, Netflix, and Samsung.

Designing client debriefs, microsites, presentations and reports in Powerpoint, Keynote, InDesign, Squarespace and Webflow for audiences such as APG, ESOMAR, the MRS Awards, and the BBC.

Developing motion and film materials for internal and external presentations, as well as marketing and client outputs.

FREELANCE INTEGRATED DESIGNER

USA | September 2008 - August 2018

Creating print and digital media layouts, typography, illustration, photography, packaging, web and app design work across a variety of industries.

EDUCATION

BFA Graphic Design – Web Design Minor

California State University Long Beach | 2008 - 2013

Magna Cum Laude (2:1 Equivalent)

SOFTWARE

AfterEffects

Figma

Illustrator

InDesign

Final Cut Pro

Google Suite

Keynote

Microsoft Office Suite

Photoshop

Procreate

Webflow

DESIGN

Digital, print, web, app and social media

Letterhead and document templates, email signatures and digital presentations

WEB + DEVELOPMENT

Webflow, Wordpress, HTML5, CSS3 and CMS templates, microsites and landing pages

CRM journeys in Intercom, Litmus and Mailchimp

BRAND

Visual identity rebrand and rollout

Brand story, logo design and development, and visual identity creation and application

MOTION

Social and email video and GIF design and optimisation

Lottie animations for web interactions

PRODUCTION

Concept building, artworking, and printing, including wraps, large-format and specialty pieces

SELECTED CLIENTS

adidas

Beauty Pie

Chanel

Facebook

Pernod-Ricard

Plenaire

Public Health England

Reuters

Swarovski

EXTRA CREDENTIALS

Mental Health First Aid