
Summary

Kitty Grier is a visionary Art Director with ten years of experience bringing creative concepts to life, focusing on graphic design, product marketing, presentation design, and elevating brand experiences. Her extensive work with leading brands, including Meta, Ava Labs, Sephora, and Disney, showcases her ability to translate complex ideas into compelling visual narratives and her dedication to innovative design solutions that resonate in a rapidly evolving digital landscape, making her an ideal candidate for roles seeking exceptional creativity and strategic design leadership.

Experience

Art Director & Presentation Designer | Meta | San Francisco, CA

Ongoing Contracts: 08/21 - 11/21, 02/22 - 06/22, 08/23 - 10/23

- Designed and animated templated presentations for Meta's product launches and privacy efforts. Including the Quest 3 and Ray-Ban | Meta press 2023 Connect presentations.
- Translated complex technological concepts into clear, concise, and engaging visuals and animations for a range of technical and non-technical audiences.
- Enhanced brand storytelling by pioneering original animations and film edits, resulting in a 15% uptick in campaign engagement rates.
- Led cross-functional collaborations, driving creative direction and seamless integration of design and narrative across product launches, showcasing executive presence by engaging with C-suite stakeholders to enhance brand engagement significantly.
- Worked autonomously while efficiently transforming C-suite's visions into comprehensive presentations following in-house brand systems and guidelines.

Art Director | Ava Labs | Remote, US | 06/22 - 11/22

- Led remote multidisciplinary team, boosting collaboration and project outcomes with bi-monthly in-person meetings in New York.
- Drove Avalanche's brand and web redesign, achieving a 35% user growth by integrating web3 designs that enhanced UI/UX and narrative clarity.
- Expedited new website launch using professional network, ensuring efficiency and timely delivery.
- Directed Avalanche's merchandise store creation, aligning site design and marketing with the brand narrative.
- Implemented a standardized template system, promoting brand consistency across platforms.

Founder & Creative Director | 02/2021 - Present

- Co-founded [Baddie Networks](#), driving the creation of pitch decks, one-pagers, UI/UX and data visualizations for SF tech startups and orchestrating immersive events and content that amplify storytelling and creative engagement.
- Led creative direction for multiple projects under [Nft Girl Gang](#) and Devco.digital, showcasing expertise in AI-driven artistry, crypto-centric creativity, and expansive web3 knowledge. Also participated in high-impact speaking engagements on topics central to the evolving tech landscape.

Senior Graphic Designer | Sephora & Sephora Collection | San Francisco, CA | 08/18 - 10/21

- Spearheaded the conceptualization, development, and execution of monthly 360 campaigns, consistently delivering under tight deadlines and pushing the team to find more creative ways to connect with diverse audiences.
- Achieved recognition from C-Suite for elevating Sephora's design standards through the brand's first global collaboration.
- Created custom web and landing pages for major initiatives and launches, improving user experience and cohesive brand storytelling.
- Developed and implemented creative strategies across various channels, enhancing brand messaging and visual engagement.
- Designed and collaborated on in-store fixtures across 300+ locations, boosting brand presence and in-store traffic by 40%.

Designer | Disney Interactive | Los Angeles, CA | 10/15 - 08/18

- Led the design and conceptualization of visually captivating content tailored for various social media platforms, increasing engagement by 200%.
- Fleshed out 360 campaigns for new Disney brand launches, including digital marketing, social media, OOH, commercial spots, and event designs.
- Collaborated extensively with cross-functional teams, ensuring aligned messaging and optimized content delivery while consistently brainstorming new and creative ideas.
- Oversaw art direction for the Disney LOL App, working with junior designers, setting design standards, and managing project timelines. Our team was able to deliver over 1000+ art assets within a two-month deadline.

Graphic Design Internship with Walt Disney Parks & Resorts 01/15 - 09/15

Education

Full Sail University: B.S. Graphic Design, Valedictorian, Advanced Achiever Award, 3.97 GPA

The New School of Parsons: Complex x Yellowbrick Streetwear Essentials Course

Skills

Graphic Design, Art Direction, Branding, Digital Art, Presentation Design, Animation, Motion Graphics, Web3, Strategic Thinking, Creativity, Collaboration, Positivity, Communication, Adaptability, Project Management, Adobe Creative Suite, Keynote, Figma, UI/UX Principles, Team Leadership, Problem Solving

Thank you :)