

Katy Cook

VISUAL DESIGNER

P 630.777.8333

E katycookinbox@gmail.com

W katycook.design

EXPERIENCE

CARVANA Senior Product 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