

# KATHRYN MARS



ART DIRECTOR | GRAPHIC DESIGNER | PROP STYLIST

## CONTACT

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## SUMMARY

An art director and designer with the ability to remain detail-oriented while keeping the big picture in focus. Thrives in a team setting and is always willing to go the extra mile to deliver extraordinary results for the brand.

## EDUCATION

**BACHELOR'S DEGREE,**  
GRAPHIC DESIGN  
Minneapolis College of Art & Design  
2012 — 2015

**UNDERGRADUATE STUDIES,**  
GRAPHIC DESIGN  
University of Minnesota Duluth  
2011 — 2012

## SKILLS

### | Professional

Attention to Detail  
Creative Leadership  
Brand Development & Management  
Strategic Mindset  
Flexible & Adaptive  
Verbal Communication  
Organized & Timely  
Dedicated to Finding Solutions  
Creative & Brand Strategy  
Receptive to Constructive Feedback

## WORK EXPERIENCE

### ART DIRECTOR madesmart® | 2019 — Current

Madesmart® is an internationally recognized design-forward housewares company that creates innovative, award-winning organizational products for the home.

- Lead team of in-house creatives dedicated to creating compelling visual content to keep the madesmart® brand relevant and on-trend. Management of production and creative direction of all company photo and video shoots including prop styling, prop acquisition, set design, and shot list creation.
- Oversee and drive development of the madesmart® brand for omni-channel opportunities while ensuring the brand is represented consistently across those channels. Regular collaboration with internal sales team to ensure retail and e-commerce requirements of vendors are met with dynamic branded content.
- Coordinate, design and execute all creative visual content for annual housewares trade show including initial conceptualization and vision, booth design, coordination and creation of large-scale graphics, and all print and digital promotional materials.
- Monitor and direct branded marketing initiatives for social media, public relations, and advertising opportunities both print and digital.
- Establish creative direction, build storyboards and define aesthetic feel for video. Oversee editing process, provide feedback and support final launch to social media, web, and the madesmart® Amazon storefront.
- Build sub-branding systems for new categories under the madesmart® brand. Establish and distribute brand & style guide that houses and educates on the voice, personality, and visual elements for digital and print applications.

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## SKILLS

### | Technical

Adobe Acrobat  
Adobe Illustrator  
Adobe In-Design  
Adobe Photoshop  
Adobe Lightroom  
Microsoft Office  
Photoshelter/Libris (DAM)  
Prop Styling & Set Design  
Packaging/Point-Of-Purchase Design  
Typesetting

## REFERENCES

### Hallie Stevens

Landscape Structures  
Custom Design Manager  
T: 320.828.2337

### Marko Dewhurst

MOBE  
Senior Content Strategist  
T: 218.248.0683  
E: marko@markodewhurst.com

### Colleen Geraty

Brandpoint  
Senior Account Manager  
T: 612.791.2022  
E: colleen.geraty@gmail.com

### Megan Terry-Thompson

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Manager of Quality & Compliance  
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## WORK EXPERIENCE CONTINUED

### SENIOR GRAPHIC DESIGNER madesmart® | 2016 — 2019

- Managed complete rebrand of major visual elements of the madesmart® brand including updating all product packaging for over 100 current products. Coordinated with factory partners abroad to ensure seamless transition from old to new packaging, assessing quality and adjusting when necessary throughout the process.
- Collaborated with creative agency Imagehaus for a complete redesign of our company website to ensure a premium user experience that works for vendors as well as individual consumers.
- Coordinated all company photo shoots with external photographer and prop stylist – organizing props, product samples and building shot lists. Keeping the photo team on track to ensure efficient use of time.

### GRAPHIC DESIGN ASSISTANT

madesmart® | 2015 — 2016

- Supported lead graphic designer with major visual rebrand of all marketing materials.
- Collaborated with the sales team to help build and provide branded visual components for sales decks.
- Worked alongside an external photographer and prop stylist on a monthly basis for company photoshoots.

### DESIGN INTERN | SCOTCH® BRANDS

3M | Summer of 2015

## EXTRA

### 2020 GERMAN INNOVATION AWARD WINNER

madesmart® / Drying Stone Dish Mat

### 2018 BOOTH DESIGN GIA AWARD FINALIST