hello@KateHarrisDesign.com   (202) 320-6307   KateHarrisDesign.com

Kate Harris

CREATIVE DIRECTOR WITH A PASSION FOR PEOPLE

I'm a senior creative strategist whose background in UX design shapes how I approach interfaces, systems, and visual identity. I care deeply about how people experience what we build, and I design with clarity, accessibility, and usability in mind—creating work that's intuitive, inclusive, and grounded in real human needs.

EXPERIENCE

VOX GLOBAL
Jan 2013–Present

Vice President, Creative Director

The lead **creative client manager** at the company, overseeing about $400,000 of client projects/budgets annually.

Manage and mentor a team of graphic designers, videographers, developers, creative strategists, and a traffic manager.

Elevate creative concepts to inspire new facets of brands, **grounded in deep research** — all for Fortune 500s and non-profits.

Spearhead transitions to modern technology platforms, ranging from new PM tools to best-in-class web development products. This includes upskilling, training team members, and defining processes with the team.

Design effective websites, reports, presentations, ad campaigns, brand identities, employee comms materials, and more.

Craft compelling RFP responses and participate in pitches to **strategize and win work**, furthering the company's bottom line.

Draft RFP requests for effective and thorough vendor searches.

Co-lead the **Recognition & Belonging** DEI Committee, a group that promotes inclusivity and understanding across identities and beliefs.

Purple Donut STUDIOS
May 2024–Present

Creative Director (Contract)

Lead hands-on creative direction and execution for **10+ brand identities and visual systems**, delivering digital experiences across healthcare organizations, local businesses, and statewide nonprofits.

Design and build responsive websites in Webflow, translating brand strategy and design systems into **scalable and production-ready interfaces** within real-world client constraints.

Develop **modular visual identity systems**, presentation frameworks, and campaign assets that ensure consistency across web, video, and marketing touchpoints.

Provide on-site creative direction for photo and video productions, **ensuring visual cohesion between identity systems, motion, and real-world execution**.

EDUCATION

IDEO U — Insights for Innovation, 2021

GENERAL ASSEMBLY — Front End Web Development, 2015
User Experience Design, 2014

PLU PACIFIC LUTHERAN UNIVERSITY — B.A. in Graphic Design +
B.A.C. in Public Relations, 2008–2012