

Caitlyn E Ko

Sr. Art Director / Brand Manager / Graphic Designer

Phone (303) 709-8937
E-mail caitlyn.eko@gmail.com
Portfolio: caitlynko.com

20+ years experience in branding, visual strategy, art & design directing, and execution. Strong working knowledge and extensive experience in the entire branding and visual process, from brainstorming to outcomes that include digital, product design, online including e-commerce. Outstanding problem-solving skills creatively while working with multiple departments on complex and multi-faceted projects.

AREAS OF EXPERTISE

Branding + Marketing

Visual & Contents Strategy
(Digital, Social, Marketing, Sales)
Brand/Corporate Identity
Event/Seasonal Promotion

Creatives (*Adobe Creative Suite*)

Design Directing	Promotional Materials	Web/App Design
Advertising	Point of Purchase	Social Marketing
Packaging	UX/UI/Wireframe	Photography
Branding	Product Design	Exhibition/Interior Graphic

CAREER HISTORY

Director of Marketing + Branding *BY TASTY STYLE, LLC ('O Jerky) in Broomfield, Colorado* November 2022 to Present

Main responsibilities: Branding, DtoC and Social Marketing, B2B Sales Materials, Packagings and Website

- Created BTS Brands corporate concept and brand identity + guideline: THE STYLE GROUP: by TASTY style™(pet food + treats), by TRENDY style(pet apparel + accessories), by TRADING style(distributor)
- Final decision maker in all creatives: 1. Packaging strategy and artworks including concept, design, resourcing, materials, etc.; 2. Brand website concept, design direction, color guide, photography, copywrite, etc.; 3. Social media marketing: content strategy and graphics
- Created sales, marketing and promotional materials strategies for B2B channels and supports graphics and deliverables.
- Collaborate with 3rd party e-commerce agency, oversee the Amazon graphics strategy, contents and designs.
- Close communication and discuss with CEO for decision makings on all marketing strategies and deliverables.
- Led the photoshoot concept, directing and editing

Senior Creative Manager *Rocky Mountain Natural Labs (Sanitas Skincare) in Louisville, Colorado* August 2018 to Present

Main responsibilities: Branding, BtoB and DtoC Marketing, Promotion Materials, Packagings, Digital Marketing and Website

- Increased more than 40% in B2B sales from improved visual strategy and quality.
- Led the creation entire B2C e-commerce website from wireframe to design execution including UX/UI design. (sanitas-skincare.com 2019, solution-skincare.com 2020, TSALF.com 2018)
- Executed and developed of all BtoB and BtoC visual marketing strategies and creatives, including but not limited to: email, social, on-site, prints, packaging, and resources.
- Manage creative team including contractors and business partners. Contribute to design critiques and work with other designers to ensure the best output.
- Ability to take initiative, prioritize, manage workloads and meet project deadlines. Excellent problem-solving skills.
- Constantly refine the RMNL's brand visual language and standard across different platforms and channels. Create, manage, and own the design library, including documentation, guidelines, and related communications.
- Collaborate with cross-functional teams across sales, corporate communications, product development, and more. Involved with product marketing strategy from beginning to end.
- Oversee product artwork creation, production, and quality check including managing vendors.

Caitlyn E Ko

Sr. Art Director / Brand Manager / Graphic Designer

Phone (303) 709-8937
E-mail caitlyn.eko@gmail.com
Portfolio: caitlynko.com

Senior Graphic Lead *AeroGrow International, Inc in Boulder, Colorado* January 2014 to February 2016

Main responsibilities: Branding System, Marketing Support, Packaging, Sales Materials, Catalogue and Website Design

- Cultivated the company's brand identity and ensured its consistent application across all design deliverables that adapted and reflected a fluid design process according to the Miracle-Gro licensor.
- Drove the full design lifecycle, from ideation and concept development to wireframing, prototyping, and delivering high-quality final assets.
- Led effective design concepts and rationale, adapting communication styles for various audiences includes prints, packagings, website, marketing materials and social media ads

Creative Director, Lead Designer *BoxedCircle, Inc In Boulder, Colorado* August 2011 to June 2013

Main responsibilities: Branding, UI/UX Design, Advertising, Promotion, Stationery and Website Design

- Created brand identity. Designed UI/UX graphic and interface flow for iPhone social applications and website.
- Provided consultation and implementation of campaign strategies, tactics, design ideas, and directions to meet objectives.
- Created, designed, and produced marketing materials including flyers, brochures, presentation boards, websites, etc.

Art Director, Design Manager *R&S Innovation Korea in Seoul, Korea (Design Firm)* August 2009 to April 2011

Main responsibilities: Point of Purchase (POP), Advertising, Packaging and Promotional Projects

- Project leader of several teams working on complex, multifaceted projects ensuring creative solutions.
- Managed and oversaw design process including conceptualization, design plans, and marketing materials taking into account emerging trends.
- Handled budget and technical details when working with vendors and provided quality control.

Senior Design Lead *One Graphic in Seoul, Korea (Design Agency)* January 2006 to July 2009

Main responsibilities: Advertising, Printing, Packaging, Editorial Design and Marketing Support

- Directed and designed TV commercials, magazine advertising, and photoshoots that captured the client's vision.
- Oversaw entire process of advertising design, including concept development, creation, and production of sales promotions, tradeshow, press events, and print materials.

Graphic Designer *KS Hospital in Seoul, Korea* August 2004 to January 2006

Main responsibilities: Advertising, Infographic Design, Editorial Design, Interior Graphic Design and Promotion Design

- Created an overall hospital design system: creative concepts for advertising, branding style guideline, publications, illustrations, photo edits, and infographics.
- Developed visual language and supporting documentation to ensure design consistency, simplicity and quality.

Graphic Designer *VON Design in Seoul, Korea (Design Agency)* December 2000 to August 2004

Main responsibilities: Editorial Design, Logo Design, Interior Graphic Design, Advertising and Marketing Support

- Drove the creative direction of projects and helped the team produce the best work possible.
- Produced attractive and effective designs. Supported the team throughout the execution of projects.

EDUCATION

Master of Arts Leadership and Administration at Colorado State University Fort Collins, Colorado

January 2016 to May 2018

Bachelor of Fine Arts Department of Crafts Sungshin Women's University Seoul, South Korea

February 2001