

# hey there, i'm KATO.

# Creative + Art Director

Kato Toombs hello@katotoombs.design katotoombs.design New York, NY 206.681.6515

## PROFESSIONAL SKILLS

- Well-versed in Adobe Photoshop, InDesign, Illustrator, AfterEffects, & PremierePro.
- Skilled Al prompt-engineer, especially in **Midjourney, Dalle, ChatGPT, RunwayML, etc.**
- Experienced at **leading a team** of designers and creative department.
- Knowledgeable in creating **360 brand campaigns**, B2B, and setting **brand standards**.
- Familiar with **UX/UI** standards and **responsive mobile-first design**.
- Proficient with wireframing/prototyping tools AdobeXD & Figma.
- Skilled at collaborating remotely with teams and pitching concepts to clients.
- Proficient with online collaboration tools Miro, Slack, Trello, Gantt, Google Docs, etc.
- Knowledgeable in production and directing video/photography shoots.

# PROFESSIONAL EXPERIENCE

#### MALKA Media

**Associate Creative Director** 

Mar. 2023-Current

#### Senior Art Direction

Feb. 2022-Mar. 2023

- Communicated directly with client to develop visual direction.
- Lead a team of designers, animators, editors to execute on client's vision.
- Worked on developing creative concepts for global campaigns and B2B work.
- Oversaw design projects from concept to post-production.
- Client list: IKEA, L'Oreal, EY, Amazon, H&M, Deloitte, AWS, etc.

#### **C&M Studio**

#### Art Direction and Design

Jan. 2016-Feb. 2022

- Communicated directly with clients to develop visual concepts.
- Managed design projects to be used in online promotions and advertisements.
- Created print and digital assets for clients.
- Acted as a representative for the studio and handled all client concerns.
- Oversaw production and directed photo/video asset shoots.

#### Manuscript Consultant

#### Freelance Services

Feb. 2014-Feb. 2022

- Manuscript and literary fiction pre-publish editing
- "First-reader" early manuscript review services
- Manuscript and literary fiction scope consultation

# **AWARDS**

2021 ADDY Award - Gold

Sales and Marketing - Magazine Design

# ADDITIONAL PROFESSIONAL EXPERIENCE

Sex Worker Outreach Project - Seattle Volunteer fundraising Aug. 2016-Sep. 2017

Lamaze Practices
Childbirth Educator/ Postpartum Doula
June. 2013-Apr. 2015

Jean Tyson Child Development Study Center Research Facility Assistant/ Pre-K Assistant Teacher May. 2012-Aug. 2013

Homestead Farms Sales Representative Jan. 2008–May 2012

## **EDUCATION**

Seattle Central Creative Academy Graphic Design - Spring 2021

**University of Arkansas**Silas Hunt Distinguished Scholar

Berryville High School High School Diploma with Honors-2012

