kathleen maloney

MULTIDISCIPLINARY DESIGNER

SKILLS

- Art Direction
- Website Design & Coding
- Design Asset Libraries
- Brand & Visual Identity
- Packaging & Labeling
- Accessibility & Usability*
- Concept Development
- Multilingual Collateral
- Quality Standards
- Collateral Design
- Image Editing
- Regulatory Compliance

EXPERIENCE

Tandem Diabetes Care | Principal Designer, Brand Experience | Nov 2015 - Present

- Built the company's brand system from the ground up: icons, components, guidelines, the whole ecosystem.†
- Created from scratch and continuously update a Design Asset Library for global teams across 12 languages.‡
- Plan photoshoots end-to-end: casting, storyboarding, shot lists, selection, and editing.
- Spotted a major visual asset gap and taught myself a new program (Figma) within a year to fix it.
- Shape creative concepts and visual strategies for major product launches and multi-channel campaigns.
- Design global packaging and labeling systems blending creativity with strict regulatory compliance.
- Implement translations across digital and print materials for multilingual audiences.
- Provide art direction for a 5-member design team to help keep concepts innovative, cohesive, and on-brand.
- Design everything from UX/UI for websites to booth graphics, clinical training materials, marketing collateral, communications, annual reports, and templates. Pretty much any design challenge I can get my hands on.

Trade Show Executive | Art Director | Dec 2011 - Nov 2015

- Led artistic direction for a monthly publication, four annual directories, plus other digital and print materials.
- Directed cover photography to align with editorial standards and brand style.
- Designed stage graphics, collateral, signage, and branded swag for annual conferences and events.$

There's More | Graphic Designer | 2007 - 2009

I've stuck to the highlights, but this isn't everything I can do. The full story is better in person.

SOFTWARE

- Design: Adobe InDesign, Photoshop, & Illustrator
- Project Management: Workfront & Asana
- UI / Development: Dreamweaver, Sketch, & Figma
- Content Management: Sitefinity, Sharepoint, & Azure

EDUCATION

Art Institute of California | Bachelors in Graphic Design

Summa Cum Laude and President's Honor Roll

California State University, Stanislaus | Bachelors in Business Admin.

Magna Cum Laude with semester abroad at Aarhus School of Business (Denmark)^

CONTACT

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* Because "just make the text smaller" is not an effective strategy. † Many hours spent deciding which blue is THE blue. ‡ This is where my inner librarian achieved full enlightenment. $ Proof that bigger logos really can be better. ^ You're thorough. We're gonna get along great!