

## **KATHRYN E. MCCORMICK**

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### **PROFESSIONAL EXPERIENCE**

#### **MCCORMICK DESIGN**

san luis obispo, california; 1999–present

##### **Principal & Creative Director**

responsible for running all aspects of multi-disciplinary design firm specializing in: marketing & branding; logos & identity systems; web design & on-line solutions; print, package, book & publication design; environmental graphic design (signage & wayfinding); and photography

provide consulting services for marketing & branding, conceptual development and strategizing overall creative solutions, project management, and art direction

#### **BIESEK DESIGN**

san luis obispo, california; 2004–2014

##### **Regular Consultant**

collaborated and helped with design on individual projects; assisted with writing proposals and researching potential new markets and new media

#### **DEL OZONE**

san luis obispo, california; *march–october, 2010*

##### **Director, Marketing & Design**

temporary appointment to design & oversee the implementation of a completely new marketing & branding strategy

designed an extensive identity program to reach diverse markets under the umbrella brand; developed detailed guidelines for the new program to guide the in-house team on maintaining consistency after initial implementation; worked with an outside agency on the design & launch of six separate websites (*for each target market*) & several other on-line marketing tools, such as article & video posts and e-blasts; managed & trained the in-house design & marketing team on the new media and the development of new materials

#### **ADIDAS AMERICA**

portland, oregon; 1996–2000

##### **Art Director & Senior Designer**

brand identity, logo design, catalog design & photography, package design, marketing & image pieces, retail display & fixture design

worked closely with marketing executives on the development of all visual materials for events, teams & athletes, such as: The World Cup, The Women's World Cup, The Boston Marathon, several USTA tournaments, The New York Yankees, Notre Dame, University of Tennessee, University of Pittsburgh, Kobe Bryant, Ernie Els, and the grand opening of the flagship retail store in Portland, Oregon

#### **CENTER FOR THE STUDY OF THE PRACTICE OF ARCHITECTURE**

cincinnati, ohio; *june–september, 1996*

##### **Designer**

identity system and graphic standards manual; monthly newsletter & quarterly magazine; various promotional material

## INDEPENDENT PROJECTS, CLIENTS & COLLABORATIONS

**Biesek Design: san luis obispo, california**

*collaboration on several projects, including signage & wayfinding for The Getty Center, Cal Poly's Performing Arts Center, and a K-12 school*

**University of Cincinnati, College of DAAP: cincinnati, ohio**

*consultant for design curriculum*

**Salestrom Design: los angeles, california**

*collaboration on several environmental design projects (signage & wayfinding)*

**Guide Dogs for the Blind: san rafael, california**

*creative consultant and creative director for signage & wayfinding*

**Picky Bars: portland, oregon**

*marketing consultant and design of packaging*

**Pepe Delgados: san luis obispo, california**

*design of identity, logotypes, and printed event materials*

**Essentials on the Move: san luis obispo, california**

*creative direction, design and writing of business proposal*

**The Olive Open: chicago, illinois**

*design of identity and wine label*

**California Rustic: san luis obispo, california**

*design of website*

**Avila Beach Dog Parade: avila beach, california**

*design of printed promotional materials*

**Sofie Andersson: san luis obispo, california**

*design of printed promotional materials*

**Creative Concepts Unlimited: los osos, california**

*creative direction and design of identity and website*

**Camp Erutan: los osos, california**

*design of website*

**Edward Jones: los osos, california**

*design of advertising & promotional material*

**Azad's Martial Arts: chico, california**

*creative direction and design of identity, branding, website, and printed materials*

**Café Musique: san luis obispo, california**

*creative direction and design of CD packaging (2) and promotional materials*

**Coastal Park and Recreation: atascadero, california**

*creative direction and design of identity, branding, website, and printed materials*

**Art Academy of Cincinnati: cincinnati, ohio**

*design of poster*

**Marshall Ochylski: san luis obispo, california**

*design of printed promotional materials*

**The Water Loft: los angeles, california**  
*creative direction and design of identity, branding, website, and printed materials*

**5280 Salsa: denver, colorado**  
*creative direction and design for identity, packaging, advertising, and printed materials*

**Book Design** (Published in 2008 by the Collins Press, Ireland)  
*An Emerald Odyssey: In Search of the Gods of Golf & Ireland by Paul Zingg*

**California Sustainability Conference: san luis obispo, california**  
*director of design: design of identity, website, printed materials, & wayfinding*

**Cal Poly Office of Student Affairs: san luis obispo, california**  
*creative direction and design of signage for 'The Red Handprint' initiative*

**Sam Splint: portland, oregon**  
*design of printed materials*

**Cherry Creek School: denver, colorado**  
*design of printed materials*

**University of Cincinnati, SAID: cincinnati, ohio**  
*design of identity and printed materials*

**Glenn Silloway: san luis obispo, california**  
*design of printed promotional materials*

**Life Coach Chuck: san luis obispo, california**  
*creative direction and design of identity, website, and printed materials*

**Cal Poly 'Safer': san luis obispo, california**  
*creative direction and design of printed materials*

**Cal Poly College of Liberal Arts: san luis obispo, california**  
*creative direction and design of exterior sign and printed materials*

**Pocket Size Planet: san luis obispo, california**  
*creative direction and design of identity and branding*

**Toggle Tube: san luis obispo, california**  
*creative direction and design of identity, branding, and packaging*

**Nubank: san luis obispo, california**  
*creative consultant*

**Marsie Rowan: cincinnati, ohio**  
*creative direction and design of printed materials*

**Cal Poly Corporation: san luis obispo, california**  
*creative direction and consultation for identity and printed materials*

**Cal Poly Orfalea College of Business: san luis obispo, california**  
*creative direction and consultation for identity and printed materials*

**Cal Poly College of Architecture: san luis obispo, california**  
*creative direction and consultation for identity and printed materials*

**Moraine Country Club: dayton, ohio**  
*creative direction, photography, and design for anniversary book*

**Virgin Highway: centennial, colorado**  
*creative direction and design of identity and printed materials*

**Mystic Ranch: san luis obispo, california**  
*creative direction and design for identity, packaging, and printed materials*

**Divine Essentials: san luis obispo, california**  
*creative direction and design for identity, packaging, and printed materials*

**Savoy: new york, new york**  
*creative direction and design of identity and printed promotional materials*

**The Net Sells: san luis obispo, california**  
*creative direction and design of identity and printed materials*

**AFLA (Architectural Foundation of Los Angeles): los angeles, california**  
*creative direction and design of printed promotional materials*

**FRCH Design Worldwide: cincinnati, ohio**  
*consultation and design for multiple projects including Bank One, Abercrombie & Fitch, and the Cincinnati Reds*

**Kolar Design: cincinnati, ohio**  
*consultation and design for multiple projects including identity and signage for 'Mainstreet' at the University of Cincinnati, The Clocktower Café, and 'Arena Crossing'*

**Adidas America and Adidas International: portland, oregon**  
*consultation and design for multiple projects including adidas soccer and the NBA*

**Grand Central Bakery: seattle, washington**  
*creative direction and design of identity and printed materials*

**University of Cincinnati, College of DAAP: cincinnati, ohio**  
*creative direction and design of identities and printed materials*

**The Children's Museum: portland, oregon**  
*creative direction and design of identity and signage*

**The City of Portland: portland, oregon**  
*creative direction, design, and marketing of summer events*

**Seaburg Corporation: portland, oregon**  
*creative direction and design for identity, packaging, and printed materials*

**Eye on Golf: portland, oregon**  
*creative direction and design of identity and printed materials*

**Dish and Dat: portland, oregon**  
*creative direction and design of identity and printed materials*