

KATIE MORONE

katiemorone@outlook.com

19.647.3387

katiemorone.com

EXPERIENCE

Senior Designer / Purveyors of Fragrance / October 2020 - Present

- Created & maintained consistency of the brand identity.
- Developed packaging in the bath, body, and home fragrance categories from start to finish - including illustration, dielines, etc.
- Collaborated & art directed on product photoshoots.
- Maintained communication with multiple in-house teams to have clear project requirements, meet deadlines, and solve obstacles.

Design Manager / Sea & Grass / March 2021 - April 2024

- Oversaw & maintained the consistency of the brand identity.
- Developed printed collateral & displays for tradeshow and wholesale outreach.
- Maintained the website and social media graphics.

Graphic Designer / Momma Pots / June 2018 - April 2020

- Initiated and developed a new brand suite & website.
- Developed in-house organizational & productions documents.
- Developed printed collateral for both ecommerce & wholesale.

Graphic Designer / Rove + Pearl / Jan - June 2017

- Developed packaging in the jewelry & accessories categories.
- Created spec sheets for jewelry production.

Design Intern / Darling Gourmet Biscotti / July 2016 - Dec. 2017

- Developed packaging in the food category.
- Refined the brand identity & implemented it in new printed materials.

Environmental Designer / San Diego State University / Summer 2016

- Collaboratively developed & pitched an sculptural, on-campus wayfinding system.
- Assisted in fabrication and implemental of the system.

SKILLS

Illustrator	Illustration
InDesign	Dieline Creation
Photoshop	Product Photography
Bridge	Shopify
ProCreate	Squarespace

EDUCATION

San Diego State University
Bachelor's Degree in Art,
emphasis in Graphic Design.



Hi there, I'm **Katie** a designer originally from San Diego, CA. with a passion for thoughtful, strategic design through a detailed and collaborative process. In my 8 years of experience I have created work that has been seen in **Home Goods, Target, Fab Fit Fun, HGTV Magazine, Francesca's, Urban Outfitters**, and more.



Scan to view my portfolio to get a feel for my work.

Fun fact: I was a professional ballet dancer for 10 years! Studied it for 20.