

w: [katelange.com](http://katelange.com)  
e: [katelange@yahoo.com](mailto:katelange@yahoo.com)  
t: 858 335 0977

# KATE LANGE

**CREATIVE DIRECTOR. BRAND STRATEGIST.**

Creative professional with over 18 years experience in retail, consumer goods, e-commerce, hospitality and beauty industries. Passionate about building brands that focus on the customer experience, driving brand loyalty through integrated—authentic—brand content and expression. Agency and in-house experience. Design, type and fashion enthusiast. **New Jersey native. California convert.**

## EXPERIENCE

FTD Companies, Inc.  
2014 - Present

CREATIVE DIRECTOR, ProFlowers

Work in partnership with executive leadership to develop creative strategies aligned to high-level business goals. Built and lead creative team to support all marketing, merchandising and content channels. Ensure on-brand creative expression across all consumer touchpoints.

Provide Commerce  
2012 - 2014

ASSOCIATE CREATIVE DIRECTOR, Gourmet Foods

Rebranded the Shari's Berries brand holistically. Starting with consumer segmentation research, developed brand architecture and creative expression with the objective to build loyalty and brand presence in the marketplace. Included logo, packaging, website and brand campaign activation.

RedEnvelope  
2010 - 2012

ART DIRECTOR

Lead “story-based” concepts through execution including the initial pitch, photo art direction and graphic design direction for the brand’s seasonal campaigns. Hands-on catalog, website, print and advertising design. Oversight of designers, writers, photographers and stylists.

SIXTEENFIFTY creative intelligence  
2008 - 2010

ART DIRECTOR

Art Director for several hospitality and food & beverage accounts at this full-service boutique agency. Clients included: The Cosmopolitan, Red Rock Resort, Estancia Hotel, The Fairmont Santa Monica, Stations Casinos. Built life-style brands while optimizing direct-response channels.

Proctor & Gamble  
2003 - 2007

SENIOR DESIGNER, North America Professional Division

Lead all design aspects for this professional hair care line including in-store collateral, POP displays, packaging, website, advertising and marketing collateral. Included participation in editorial photoshoots, product development, consumer research and international trend-spotting.

Graham Webb International  
2000 - 2003

## DESIGNER, Skincare & Cosmetics

Graphic designer responsible for all product, packaging and marketing collateral design for the skincare and cosmetic lines. Included partnering with AD and copywriter to develop seasonal collections, plan photoshoots, sketch and design in-store display and POP materials.

## EDUCATION

Salisbury University, Salisbury Maryland  
1995 - 1999

BA Art, Advertising & Design  
Art History Minor

## SKILLS

| Service               | Percentage |
|-----------------------|------------|
| Creative Leadership   | 100%       |
| Brand Strategy        | 90%        |
| Identity Development  | 100%       |
| Concept Development   | 100%       |
| Art / Photo Direction | 100%       |
| Creative Suite, CC    | 100%       |
| Product Design        | 80%        |
| Web Design, UI/UX     | 80%        |