

## kathy davis/art director

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### design director/creative director/art director

Experienced leader in the catalog, book and magazine publishing industries. Expertise in location and studio photography art direction and planning for both retail and editorial. Recognize opportunities and trends that increase sales and drive revenue and profits by keeping up with design and style trends across multiple industries. Balance creative background with strong business sense, managing projects from the initial stages through to final production. Successfully work within budgets of all sizes, overcoming significant budget limitations while completing projects on-time.

- \* Develop smart book cover concepts for Wiley/Capstone UK division with international appeal and sales.
- \* Boosted magazine sales 30%+ by elevating graphic standards, appealing to a larger audience.
- \* Attracted global companies including multibillion-dollar, Porsche by developing powerful covers and features.
- \* Generated \$50+ million new annual revenue stream for key retail client, Finish Line.

### core competencies

Adobe CC / Photo Art Direction / Creative Direction / Prop & Set Styling / Strategic Planning / Staff Hires and Development  
Project Management Budget Oversight / Deadline Oriented / Vendor Selection / Attention to Details / Editorial Design / Magazine Start-Ups Magazine Re-design / Brand Development Marketing / Publishing / Editorial / Creative Collaboration / Microsoft Office

### education professional highlights and key achievements

**Bachelor of Fine Arts  
Advertising Design**  
Columbus College of  
Art and Design  
Columbus, Ohio

**Wiley publishing** | Indianapolis | 2014-present  
**art director for Capstone, UK**

Develops smart book cover and jacket concepts for Capstone/UK division ([thisiscapstone.com](http://thisiscapstone.com)). Work closely with UK marketing and editorial teams, publishing groups, and offshore vendors to develop and create designs that support product positioning and appeal to an upscale international business clientele. Review and assess all stages of development from launch to finished piece.

**Hired to oversee all Capstone titles that were previously being designed and produced in the UK by freelancers.**

**liquid studio inc.** | Indianapolis | 2002-present  
**principal + freelance art director**

Operate a studio specializing in editorial design for hospitality, food, and fashion-oriented publications. Consult and direct projects for national and regional lifestyle magazines and catalogs. Further design integrated brand identities and campaigns for high-end boutique businesses.

**Collaborated with Photographer Polina Osherov to develop start-up magazine PATTERN, an oversized fashion industry magazine that celebrates the designers, photographers, and stylists of Indianapolis. ([patternindy.com](http://patternindy.com))**

**Produced large-scale photo shoots for high-profile clients including Marshall Fields (now Macy's). Recruited to lead \$300,000 production spanning 13 days.**

- \* Hired by international leading bath & body manufacturer, **Gilchrist & Soames (G&S)** to create package designs to world-renown hotels including, The **Hyatt, Bellagio Hotel** in Las Vegas, **Intercontinental, Four Seasons**. Further led project shoot for G&S brand partners **Red Flower, Roja Dove**, and more.
- \* Promoted hotel and casino resort, **Mandalay Bay, in Las Vegas** by executing 9-day photo shoot. Areas of interest involved all restaurants including Lupo by Wolfgang Puck and multiple retail stores throughout resort.
- \* Executed entire identity branding fashion photo shoots for companies including a local exclusive salon. Further built website, identifying content, structure, and creative.

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**Northstar Media/Indianapolis dine magazine** | Indianapolis, Indiana | 2003-2011  
**design director** | **Northstar books**

Promoted to take company to next creative level. With Northstar Books publishing premium cookbooks for rising star chefs and restaurants, directed extensive location and studio photography required for each book from beginning to end: from creative and concept to editorial, design, layout, to final print production.

**Generated concepts that attracted such multibillion-dollar companies as Anheuser Busch and Marriott.**

- \* Directed product development and production for 15 four-color, 200-page books/year, billing — \$60,000/project.
- \* Worked closely with distinguished Marriott chef, Dean James Maxx ([www.deanjamesmax.com](http://www.deanjamesmax.com)) on new cookbook, organizing elaborate photo shoot in Miami; from styling exotic food to 26-kitchen crew dinner party shoot on boat.
- \* Managed and motivated a 5-person book production team, simultaneously acting as creative director for *Indianapolis dine* magazine.

**creative director** | **Indianapolis dine magazine**

Recruited to take over the design and art direction of photography for upscale, niche foodie magazine and custom cookbook company. *Indianapolis dine* is published bi-monthly and distributed via newsstand, hospitality venues, and paid circulation for 55,000+ readers per issue. Generated a “buzz” with new design of magazine with new advertisers, photographers, and stylists taking notice.

**Created and delivered unique covers, features, and departments attracting upscale home builders, restaurants, wineries, fine jewelers and such multibillion-dollar national advertisers as: \* Hennessy / Porsche / Crate & Barrel**

- \* Developed a branded look that fueled *Indianapolis dine's* growth from a modest start-up to a 160-page premium lifestyle magazine with 38,000 paid subscribers. Added substantial value to magazine's look and content.
- \* Redesigned magazine to support doubling subscription sales growth in 2003 at \$50,000, piquing at \$300,000.
- \* Contributed to 31% rate sales increase by creating and maintaining rigorous graphic standards. Retooled entire look, changing magazine from archaic map-driven to editorial-style supporting standard magazine guidelines.

**EMMIS Publications** | Indianapolis | 1990 – 2002

**art director** | **custom publishing** | **Indianapolis Monthly Magazine**

Promoted to lead all aspects of design for an award-winning 48,000-circulation city magazine with \$6+ million annual sales. Partnered with executive team to plan and produce each issue on time and on budget. Produced covers and features while supervising design team, photographers, and illustrators. Oversaw all wardrobe, props, and set styling.

**Produced \$50 million in new annual revenue stream for retail client, Finish Line. Developed and launched SPIKE magalog, leading all creative and production for seasonal photo shoots.**

- \* Doubled SPIKE magalog distribution in < 2 years by producing cutting edge fashion and celebrity coverage.
- \* Produced and art directed challenging, \$50,000+ budget fashion shoots in New York, Los Angeles, Chicago, Miami, and remote locations including the Florida Keys and Mt. Hood, Oregon.

### technical proficiency

#### Adobe CC

Photoshop  
Illustrator  
Acrobat  
InDesign

#### Quark Xpress Word Press

### community service

**Board Member, neighborhood assoc.**  
held secretary position;  
designs neighborhood newsletter;

**Member, PATTERN**  
volunteer design services to launch new online magazine