

## KARI EVANS *Creative Director*

I am a diverse, multi-faceted Creative Director and Graphic Designer based in Nashville and Los Angeles. **I have over 10 years of experience in retail marketing with a focus on fashion and lifestyle.** From concept development and leading high-level campaign shoots to designing daily emails or cutting videos for ads—I've always worn multiple hats and believe in helping my team in any way that I can.

## GET IN TOUCH

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## EDUCATION

- 2022-2023  
**Vanderbilt University**  
Digital Marketing Bootcamp
- 2009-2013  
**The Art Institute of Pittsburgh**  
Bachelor of Science: Graphic Design
- Awards:**  
Best of Show: Graphic Design, Top 5% Design Studio, Dean's List

## PAST CLIENTS

Nike, Kendall & Kylie, Brandy Melville, Beautycounter, American Eagle Outfitters, Jessie James Decker, Khloe Kardashian, Roxy, Vans, Adidas, Fear of God, and more.

## INSPIRATION

I'm inspired by so many things—and so many things have influenced my aesthetic. From the different brands and talent I've had the pleasure of working with to my life experiences and my quiet moments in nature, I take inspiration in from all aspects of life. The more I live, the more I understand how important it is for me to be creative.

**DESIGNED IN** *Los Angeles, Ca.*

## PROFESSIONAL EXPERIENCE

NOV 2021 - PRESENT  
**KITTENISH** *Creative Director - Marketing*

I am currently working with the Kittenish Team and Jessie James Decker to create an overall Marketing Strategy across all channels while creative directing all marketing assets, campaign shoots, and managing SMS, Email and Ads. This current role is one of massive growth in the facets of my career—focusing mainly on big ideas, and bottom-line growth. I was brought into this fast-fashion, celebrity-owned brand to bring structure to their way of operating. This role also encompasses creative direction and concept development for any personal projects involving Jessie—including creative direction of all tour merch, Warner album shoots and managing branding across her other collaborations and PR events.

NOV 2018 - OCT 2021  
**JAANUU** *Art Director*

I worked in-house with this fashion and tech-inspired scrubs brand to gradually shift their branding across multiple channels to reflect their new direction and their new core audiences. Within my position and time at Jaanuu, I collaborated with marketing and web to bring new ideas to the table, run all campaigns, manage their creative team, and overall weave their creative vision throughout not only their marketing but the company culture itself. This job was a beautiful challenge of understanding such a new and broad demographic—a diverse network of techs, doctors, nurses, and vets across both Men's and Women's. By 2021, we had built up Jaanuu to the point that the brand was able to secure a \$74 million investment to push their dreams even further. *Re-imagine Greatness.*

JUN 2018 - NOV 2018  
**BEAUTYCOUNTER** *Sr. Designer - Special Projects*

I was brought on to the Beautycounter team to help establish a more elevated template of creative and marketing across all channels—mainly special projects. This included PR boxes, digital marketing assets and creative direction for their New York Prince Street store opening. We collaborated with illustrators, photographers, artists and various vendors to bring these projects to life. Throughout my time there I also designed all assets for their consultant side of the business.

JUN 2017 - JUNE 2018  
**DIFF EYE WEAR** *Art Director*

Working directly with the founders of this influencer-based charitable sunglasses brand, we developed a complete brand story of quality, charity and lifestyle. As Art Director, I took ownership of concepting and directing all photo shoots and celebrity collaborations including Khloe Kardashian, Jessie James Decker, Demi Lavato, Laura Lee and Lauren Aikens. I also acted as lead designer—handling all print marketing, POS, web assets, branding, product packaging and special collaboration frames.

FEB 2013 - JUN 2017  
**PACSUN** *Sr. Graphic Designer (& Art Director)*

I worked in the Creative-Marketing department to conceptualize and design marketing assets used in over 500+ stores nationwide—this included directing campaigns, celebrity and brand collaborations, print & in-store marketing, packaging, trim-kits and various installations such as our SoHo Pop-Up Shop in 2016. We worked with brands and clients such as Nike, Adidas, Fila, Brand Melville, Kanye West, Kendall & Kylie, Erin Wasson, HUF Worldwide, Fear of God, and Vans. It was so exciting to get to work on so many aesthetics at once with a true dream team.

## SKILL SET

### PROFESSIONAL SKILLS

Concept Development, Creative Direction, Photo shoot Production, Marketing Strategy, Presentation and Communication, Team Management, Project Organization, Social Media Marketing, Creative Problem Solving, SEO Copywriting, Visual Merchandising.

### DESIGN SKILLS

Typography, Layout, Editorial Spreads, Email & SMS, Ads, Video Editing, Print Production, Visual Merchandising, In-Store POS, Packaging, Retouching, Branding and Corporate ID, Social Content, Pitch Decks, Web Design, Landing Pages, etc.

### TECHNICAL SKILLS

Adobe CC: Photoshop, InDesign, Illustrator, Premiere Pro, Lightroom, After Effects.

SMS Platforms (Postscripts etc.), Klaviyo, Mail Chimp, Shopify, Squarespace, Wordpress, Loyalty Programs, basic HTML Mac OS, Windows, Microsoft Office, Google Sheets & Slides, Nikon & Canon Cameras, FTP Managers, PM Tools (Wrike, Asana, Monday, etc.)