

**KATHLEEN HIRAGA**  
**CREATIVE DIRECTOR / ART DIRECTOR**  
SANTA MONICA CALIFORNIA 310-399-3520  
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**2004 - 2009**

**Organics Rx**

Creative Director - Los Angeles

Responsible for all in-house design direction and branding of Organics Rx, a retail brand of organic gardening and lifestyle products. Clients include Smith & Hawken, Target, Whole Foods Market, Plan-It Hardware and Wynn Hotels - Vegas. Design responsibilities included all packaging, print and website design direction, managing art directors, freelancers and interns, overseeing all production and quality of product. Sales and marketing responsibilities included managing existing client relationships, new sales development, overseeing sales brokers, weekly sales and margin reports, delivery and replenishment schedules, overseeing COGS, research and development of new products, trade shows, promotional tours and store openings, vineyard and hotel client development and sales.

**2003**

**The Piers 27-31: The City of San Francisco, The Mills Corporation and The YMCA**

Art Director - Los Angeles

Acted as lead Art Director for the multi-billion dollar urban renewal and renovation project: The Piers 27-31 in San Francisco, California. Design responsibilities included branding and identity development, print collateral, environmental signage, design and fabrication of presentation package that included a forty page editorial book, management of budget expenditures, weekly client meetings and managing design and production teams.

**1999 - 2003**

Art Director - Senior Designer

**FREELANCE CLIENTS INCLUDE**

Nike

Boise Paper

Paramount Studios

Fox Studios

Sony-Tristar

Digital Kitchen

Disney Studios

The Ann Arbor Film Festival

Company of Fools Theater

**1997 - 2003**

Art Director - Senior Designer

**ENTERTAINMENT KEY ART & LOGO DESIGN**

Treasure Planet / Disney

Ice Age / Fox

Pavement / Warner Brothers

8 Mile

Fifth Element

Legends of the Fall

Godzilla

The Mask of Zorro

Lolita

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**Education:**

University of Michigan - Ann Arbor, Michigan - BFA

Parson's School of Design - New York City

School of Visual Arts - New York City

**Skills:**

Proficient in all Adobe and applicable design software, painting, illustration, 3-Dimensional drafting skills.

**References:**

**Numbers upon request**

Mark Matsuno - Matsuno Design Group

Funk Venture Capital - David Krasnow

Kathryn Bakken - BLT