

**KATHLEEN HIRAGA**  
CREATIVE DIRECTOR / ART DIRECTOR  
REPRESENTED BY CREATIVE CIRCLE  
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KATHHIRAGA@ORGANICSRX.COM

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 large scale 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