

Kathy Azada
Creative Director/Design Consultant
azadadesigncompany.com

san francisco, ca
azadadesignco@gmail.com
415.359.5792
[linkedin.com/in/kathyazada](https://www.linkedin.com/in/kathyazada)

Creative Director and Design Consultant **Azada Design Company** 2008-present
Creative Direction, User Experience, Ecommerce, Branding, Marketing Design, Publication Design, Event Design

Clients include: *National Geographic, Sierra Club, Outward Bound CA, Breast Cancer Fund, PLAN USA, The Goldman Environmental Prize, The San Francisco Ballet, The Conservatory of Flowers, Human Rights Watch*

Design Consultant **The Redford Center** 2016-present
Creative Direction, Branding, Publication Design, Promotional Event Design
Company Summary: Nonprofit supporting and funding environmental impact media-makers

Design Consultant **Women Donors Network** 2011-present
Creative Direction, Branding, Publication Design, Promotional Event Design
Company Summary: Nonprofit working to advance a just, equitable, and sustainable world by leveraging the wealth, power, and community of progressive women donors

Design Consultant **It's Time Network** 2015-2017
Creative Direction, Web Design, Branding, Publication Design, Promotional Event Design
Company Summary: Nonprofit dedicated to the advancement and empowerment of women and girls to achieve gender equity, evolve democracy, build fair economies & regenerate the Earth

Design Consultant **CafePress.com** 2010-2014
User Experience, Ecommerce, Marketing Design, Email Marketing
Company summary: Retail site shipping over 6M products annually; 11 million unique visitors monthly

Design Consultant **Technorati.com** 2012
User Experience, Branding
Company summary: High profile blog index and advertising platform; > 100 million unique monthly visitors

Design Consultant **Common Sense Media** 2009-2011
User Experience, Art Direction, Promotional, Email Marketing
Company summary: Nonprofit organization providing education and advocacy to families to promote safe technology and media for children; 1 million unique monthly visitors

Design Consultant **GreatSchools** 2009
User Experience, Marketing
Company Summary: Independent nonprofit and the leading national source of school information for families; 3.6 million unique monthly visitors

Senior Art Director **BabyCenter.com and The BabyCenter Store** 2004-2008
Creative Direction, User Experience, Ecommerce, Online and Offline Marketing Promotional, Email Marketing, Photography Art Direction and Sourcing, Personnel Management
Company Summary: Pregnancy and parenting digital resource; 38 million unique monthly global visitors

Associate Art Director **BabyCenter.com and ParentCenter.com** 1998-2003
User Experience, Online Marketing, Email Marketing, Art Direction and Design for primary sponsored brand content
Company Summary: Pregnancy and parenting digital resource; 38 million unique monthly global visitors

Bachelor of Fine Arts in Graphic Design

Ringling College of Art and Design 1992-1996

Work published in *Grid Systems: Principles of Organizing Type* by Kimberly Elam

4-year Portfolio Scholarship

Design Center Senior Intern

Expertise

High performance in deadline-driven environments while juggling multiple projects

Comprehensive knowledge of print design from brokering to optimizing projects using green methods/vendors

Comprehensive knowledge of the web production process from prototyping to final execution and maintenance

Managing collaborative environments that nurture productive relationships and highest quality work

Excellent communication and interpersonal skills

Injecting humor wherever necessary

Software

Expert: Adobe Creative Suite – Photoshop, Illustrator, InDesign, Acrobat

Expert: Microsoft Office

Working: Sketch

Working: Figma

Working: Invision

Working: CSS and HTML

Extracurricular interests

Currently:

Charles Mingus

Drag culture

The Instant Pot and its many possibilities

American narrative realist painting from early to mid-century

“*Derry Girls*” (Netflix)

Portrait of a Lady on Fire (the last film seen in a theater before the pandemic)

Food lit (currently reading **The Everlasting Meal** by Tamar Adler)

Flea markets

“*Repair Shop*” (Netflix)

Vintage wooden European toys

Attitudes (formerly Throwing Shade), Clever, Very That (podcasts)

Legendary Children (reading)