

## CONTACT

971.238.3211  
penchantcokat@gmail.com  
www.kmossdesign.com  
<https://www.linkedin.com/in/katmoss/>

## BRAND, PRODUCT, AND CAMPAIGN MARKETING DESIGN

- Account-Based Marketing (ABM): Targeted campaign landing pages, multi-touch suites
- Lead Gen & Nurture: Inbound/outbound campaign design, email cadence layouts, PPC & retargeting ads
- Product Marketing: Launch campaigns, GTM strategy, sales enablement assets
- Content Strategy & Creation: Web, email, ads, landing page, collateral, & on-page SEO writing
- Digital Advertising: Display, paid social, LinkedIn Ads, Google Ads, programmatic design, etc.
- Web & Conversion Optimization: A/B testing, personalization, CRO, funnel optimization
- Sales Enablement, Automation & CRM: Marketo, Pardot, Hubspot, Demandbase

## CREATIVE & BRAND STRATEGY

- Visual & Campaign Strategy: Concept development, storytelling, multi-channel execution
- Brand Identity & Positioning: Logo, messaging, brand guidelines, rebranding initiatives
- Design & Art Direction: UX/UI, digital & print, video, animation, interactive experiences
- Creative Production: Microsites, landing pages, infographics, pdf collateral, ad creative
- Storyboarding & Illustration: Video scripts, animations, explainer videos
- Typography & Composition: Editorial layouts, catalogs, presentations

## WEB & UI/UX

- Web & CMS Management: WordPress, Salesforce Community, HigherLogic
- UI/UX Design: Wireframing, prototyping, interactive experiences
- Front-End Development: HTML, CSS
- Content Engine Tools: Custom Wordpress solution design & implementation

## EVENT & EXPERIENTIAL MARKETING

- B2B Tradeshows & Conferences: Planning, execution, sponsorships, booth design
- Virtual & Hybrid Events: Webinars & online summits
- Recruiting & Employer Branding Events: Career fairs, benefits showcases
- Promotional Strategy: Giveaways, branded swag, experience-driven marketing

## TECHNOLOGY & TOOLS

- Design & Prototyping: Figma, Adobe Creative Suite, Sketch, Procreate, Premier
- Marketing & Sales Ops: Marketo, Hubspot, Pardot, Demandbase, Chilipiper, Drift, Hotjar, Mailchimp
- Project Management: Asana, Basecamp, Jira, Wrike, ClickUp
- General: Microsoft 365, Google Office

## EDUCATION

UNIVERSITY OF OREGON  
Bachelor of Fine Arts // 2003  
Fine Arts // Metalsmithing

# KAT MOSS

Senior Brand & Web Strategist | Digital Experience & Design Leader

## PROFILE

### Elevating B2B & SaaS Brands with Data-Driven Creative Strategy

Experienced brand strategist, creative director, and UX-focused designer with 20+ years of success in brand evolution, web design, and multi-platform marketing for high-growth B2B SaaS companies. Proven expertise in conversion-focused UX/UI, digital storytelling, content-driven marketing, and multi-touch campaigns. Adept at leading cross-functional teams, optimizing digital experiences, and aligning brand strategy with business growth.

### Core Competencies:

- ◆ Brand Strategy & Identity Design ◆ Web & UX/UI Design ◆ Art Direction & Visual Storytelling
- ◆ Conversion Optimization ◆ Print & Environmental Design ◆ Production Design & Web
- ◆ Adobe Creative Suite ◆ Figma ◆ Digital Marketing & Multi-touch Campaigns

## EXPERIENCE

### SENIOR MANAGER & DESIGNER: BRAND, WEB, UI/UX

**Jama Software, Inc.** - Portland, OR / 2020 - 2025

As the lead brand strategist and web experience designer, I developed and executed brand, web, and marketing strategies that aligned with SEO best practices, UX/UI optimization, and conversion-driven design. I managed comprehensive website initiatives, collaborating with marketing, product, and development teams to enhance brand consistency and digital engagement. My work included content optimization to refine conversion strategies and elevate user experiences, spearheading the design and development of marketing collateral, digital campaigns, sales materials, and social content, ensuring a seamless and visually compelling brand presence across all platforms.

### SENIOR WEB & GRAPHIC DESIGNER / MANAGER / CONSULTANT

**Smarsh, Inc.** - Portland, OR / 2013 - present

As the lead of Creative & Web Services, I played a pivotal role in corporate brand development, website strategy, and global marketing initiatives. I led a team of designers, developers, and content specialists, ensuring brand consistency across digital and print assets. My expertise in UX/UI design, storytelling, and lead generation strategies drove engagement across multi-channel campaigns and enterprise events. Collaborating with executive leadership and product teams, I developed high-impact marketing collateral and customer-focused digital experiences, optimizing content for SEO, conversion rates, and audience engagement.

### CREATIVE DIRECTOR / LEAD DESIGNER

**Penchant & Co** - Portland, OR / 2005 - present

As the Founding Creative Director of a Portland-based marketing collective, I have led the strategic vision, design execution, and creative development of enterprise-level branding, UI/UX design, and content marketing solutions. I have successfully developed SEO-driven websites, high-impact digital campaigns, and brand storytelling frameworks, ensuring cohesive and compelling brand narratives. My expertise extends to sales enablement assets, promotional campaigns, and video production, managing cross-functional teams of designers, developers, and content strategists to execute marketing initiatives that drive business growth.

### CREATIVE DIRECTOR / CO-FOUNDER

**Welcome Home Marketing** - Lake Oswego, OR / 2010 - 2012

As Co-Founder and Creative Director of a boutique marketing firm, I provided strategic branding, marketing solutions, and custom creative assets for real estate and financial industries. I managed multi-platform marketing campaigns, spanning web, social media, print, and event branding, while leading content development, digital engagement, and promotional initiatives. My role included overseeing creative teams and vendor partnerships, ensuring that branding, web development, and lead-generation strategies aligned with business goals.

### GRAPHIC & WEB DESIGNER

**Brick House Project Agency** - Portland, OR / 2007 - 2009

As a print and digital/web designer, I specialized in creating high-quality brand materials, trade-show graphics, digital illustrations, and UI/UX assets for various B2B and B2C clients. My role involved designing and producing marketing collateral, multi-page publications, and motion graphics, ensuring brand consistency and engaging user experiences across platforms.

### PRINT & WEB DESIGNER

**Companionlink Software** - Portland, OR / 2004 - 2007

As the lead designer for a local software development company, I played a critical role in shaping the company's brand identity, digital presence, and marketing materials. I led the corporate rebrand, establishing a cohesive visual identity and brand management system that enhanced recognition and market positioning. I designed software interfaces, responsive websites, and campaign landing pages, ensuring seamless usability and a polished customer experience. Additionally, I managed print collateral, event branding, product packaging, and promotional assets, maintaining brand integrity across both digital and traditional channels.

References & samples are available and will be furnished upon request.