Kate Hemphill
Design & Art Direction
Los Angeles, Calif.

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Concept-driven senior designer and art director with 10 years of experience leading brand identity, visual systems, and product storytelling for global, premium brands. Proven ability to translate brand and product strategy into cohesive, scalable visual experiences across web, interactive, and marketing channels. Experienced in creative direction, cross-functional collaboration, mentoring designers, and delivering high-impact, innovative work within rigorous brand standards.

Experience

AKQA | *embedded at Apple*

Senior Designer (05/2024–01/2026)
→ Led visual and brand design for high-visibility digital product launches and ongoing brand experiences supporting Apple's global marketing ecosystem.
→ Designed immersive web and interactive experiences that reinforced Apple's premium brand standards while engaging millions of users daily.
→ Developed and evolved visual systems, layout frameworks, and typographic treatments to ensure consistent brand expression across multiple channels.
→ Partnered with strategists, motion designers, developers, and producers to translate brand and product strategy into polished, production-ready design.

Designer (10/2021–05/2024)
→ Designed brand-led interactive web experiences supporting Apple product storytelling.
→ Ensured consistent adherence to Apple standards for craft, accessibility, and design system alignment.

Designory

Art Director (08/2018–10/2021)
→ Led art direction and visual development for brand campaigns, product launches, and digital experiences.
→ Owned art direction for the enthusiast publication *Audi Magazine* across print and digital channels, ensuring premium, cohesive brand expression.
→ Developed a web launch campaign that won the agency Digital Agency of Record status with Audi of America.
→ Led art direction of photography and visual storytelling
→ Collaborating with copywriters, UX designers, developers, and producers to deliver integrated, high-impact creative.

Junior Designer (05/2016–08/2018)
→ Designed brand-aligned product marketing deep-dive experiences across web and app platforms.
→ Supported art direction and execution of photography and visual assets for digital and print.

Education

→ Bachelor of Fine Arts, Graphic Design
  California State University, Long Beach
→ The Book Shop School for Ads

Expertise

→ Art Direction
→ Interactive Design
→ Product Storytelling
→ Graphic Design
→ Responsive Web Design
→ Content Management Systems
→ Brand Marketing & Design
→ Brand & Design Systems
→ Typography, Grid Systems & Layout
→ Accessibility Standards
→ Creative Problem Solving
→ Photoshoot Art Direction
→ Editorial Magazine (Print & Digital)
→ Cohesive Brand Expression
→ Creative Strategy
→ Presentation Design
→ Stakeholder Communication
→ Cross-Functional Collaboration
→ Mentorship & Creative Leadership
→ Clean, contemporary design aesthetic

Skills

→ Sketch
→ Figma
→ Adobe Photoshop
→ Adobe InDesign
→ Adobe Illustrator
→ Adobe After Effects
→ Content Management Systems (CMS)

Selected Awards

→ Webby Awards Honoree:
  Visual Design (2024, 2023)
→ Silver District ADDY:
  Print Magazine (2020)
→ Silver District ADDY:
  Consumer Website (2020)
→ Graphis Design Annual:
  Gold (2019), Silver (2020)