

Katherine Benedict

56 Watson St. · Portland, ME 04103

katherinebenedict@gmail.com · 207-749-3804

www.katiebenedict.com

BFA-trained designer with additional graduate studies in ethics, communication, and systems thinking.

Good design is good business
– Thomas Watson

Senior Graphic Designer & Creative Lead

Brand Systems, Visual Storytelling, Print, Digital & Presentation Design

Senior Designer and Creative Lead with 15+ years of experience creating strategic design solutions across healthcare, energy, nonprofit, hospitality, and enterprise organizations. I specialize in translating complex ideas into clear, compelling experiences through brand systems, digital products, communication platforms, and scalable design frameworks.

I partner with executives, stakeholders, and cross-functional teams to align strategy, improve creative processes, and deliver work that is visually rigorous, accessible, and production-ready across digital and physical channels. My approach combines deep expertise in typography and visual design with systems thinking, collaboration, and a focus on creating experiences that support measurable business goals.

Experience—Current Roles

Senior Designer & Creative Lead

Puelle Design

2015-present

Puelle Design is a five-person strategic design consultancy that serves as an external creative partner to organizations seeking high-level design thinking, communications strategy, and visual execution across digital and physical channels.

- Lead visual communication, brand, presentation, web, print, and environmental design initiatives for healthcare, nonprofit, hospitality, manufacturing, and energy-sector organizations.
- Partner directly with executive leadership, marketing teams, and stakeholders to develop strategic communication systems, visual frameworks, and creative solutions that support organizational goals and audience engagement.
- Guide projects from concept through production, delivering reports, presentations, websites, trade show environments, publications, campaigns, and information-rich communication materials across digital and physical channels.
- Collaborate with multidisciplinary teams including writers, developers, strategists, marketers, and client leadership to translate complex ideas into clear, compelling visual experiences.
- Serve as a trusted design partner for organizations including Purchaser Business Group on Health (PBGH), Maine Coast Heritage Trust (MCHT), Boyne Resorts, Thomas Moser, and MOWI among others.
- Establish design standards, templates, and scalable systems that improve consistency, efficiency, and long-term maintainability across client programs.
- Manage multiple concurrent client engagements within a highly collaborative boutique design consultancy while maintaining exceptional standards of craft, production quality, and client service.

Puelle Design

Strategic Design Partner (through Puelle Design)

Energy Circle

2015-present

Energy Circle is a leading digital marketing and web development agency serving the better building industry, specializing in lead generation through high-performance websites, branding, and content strategy.

- Lead visual design for Energy Circle's digital marketing and lead generation programs serving clients across the HVAC, home performance, energy efficiency, solar, and better building industries.
- Designed and launched over 100+ websites and digital experiences, translating complex technical content into intuitive, conversion-focused user experiences.
- Led the organization's design workflow evolution from Photoshop to Adobe XD and ultimately Figma, improving collaboration, consistency, and development handoff.
- Created and maintained a scalable Figma component library and 25+ reusable website templates that accelerated production, standardized quality, and streamlined design-to-development workflows.
- Develop brand identities and supporting materials including logos, brand guidelines, presentations, vehicle graphics, trade show displays, signage, apparel, infographics, and other marketing collateral.
- Partner closely with strategists, content teams, developers, and client stakeholders to create cohesive visual systems across digital and physical touchpoints.
- Translate complex data, technical concepts, and industry expertise into accessible visual communications through infographics, reports, presentations, and educational resources.



Managing Editor (Volunteer)

The Café Review

2019-present

The Café Review is a 501c3 nonprofit organization hosting literary programming for over 35 years, including a nationally distributed printed and online journal of contemporary art, poetry and reviews.



- Provide operational and strategic leadership for a volunteer-driven nonprofit organization with editorial, fundraising, publishing, and community engagement responsibilities.
- Direct the production and publication of four literary journals (online and print) annually, coordinating contributors, editors, designers, printers, and distribution partners.
- Partner with board members and organizational leadership on nonprofit governance, membership growth, fundraising initiatives, and long-term planning.
- Manage relationships with vendors, contributors, donors, and community partners to support organizational goals.
- Lead the design and production of print publications, promotional materials, donor communications, and limited-edition fundraising projects.
- Coordinate recurring literary events and public programming that expand audience engagement and strengthen community visibility.

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Previous Experience

Adjunct Faculty

Maine College of Art

2018-2019

Private college of art and design offering undergraduate and graduate programs in creative disciplines.

- Taught undergraduate graphic design and visual communication courses, guiding students through concept development, design strategy, typography, and production techniques.
- Developed course materials, assignments, critiques, and assessment criteria aligned with program objectives.
- Mentored emerging designers through project-based learning, portfolio development, and professional practice discussions.
- Facilitated classroom critiques and one-on-one instruction to strengthen creative problem-solving, communication, and presentation skills.
- Connected academic instruction with real-world design practices drawn from professional agency and consulting experience.



Assistant Studio Manager / Senior Designer

VIA

2009-2015

VIA is a full-service creative agency specializing in brand strategy, marketing communications, and integrated campaigns for national and regional clients.

- Led creative development and production for national brands including Sam's Club, Samsung, Klondike, Welch's, Perdue, UNUM, and Friendly's across print, packaging, retail, digital, and environmental campaigns.
- Progressed through multiple leadership roles from Production Designer to Senior Designer and Assistant Studio Manager, reflecting increasing responsibility in creative execution and team leadership.
- Supervised a team of 12 designers and production staff, managing workloads, project assignments, scheduling, quality control, and professional development.
- Partnered with account, strategy, and production teams to deliver large-scale, multi-channel campaigns for national consumer brands.
- Conducted candidate interviews, participated in hiring decisions, onboarded new team members, and helped build a collaborative studio culture.
- Streamlined creative workflows and production processes to improve efficiency, consistency, and on-time project delivery.
- Managed complex creative projects simultaneously while balancing client expectations, budgets, deadlines, and team capacity.
- Served as a trusted advisor to clients and internal stakeholders, translating business objectives into effective creative solutions.



Graphic Designer

L.L. Bean

2008-2009

L.L.Bean is a nationally recognized outdoor lifestyle brand, providing experience in an in-house corporate design environment supporting brand consistency, communications, and marketing initiatives.

- Developed print and digital marketing materials for a nationally recognized retail brand as part of their in-house creative team.
- Produced brand-consistent creative assets across catalog, retail, and promotional campaigns.
- Collaborated with cross-functional teams including marketing, merchandising, and production to deliver projects on deadline.
- Developed expertise working within established brand standards while maintaining high levels of craft and production accuracy.



Areas of Expertise

Design Leadership & Operations

Creative direction · Design strategy · Design systems · Creative operations · Workflow optimization · Team mentorship · Cross-functional collaboration · Stakeholder management · Project leadership · Quality standards · Design process improvement

Brand & Visual Communication

Brand strategy · Visual identity · Brand systems · Art direction · Visual storytelling · Editorial design · Information design · Presentation design · Executive communications · Typography · Content systems · Enterprise communications

Digital & Experience Design

Web design · Responsive design · User-centered design · Wireframing · Prototyping · Design systems · Component libraries · Accessibility-minded design · Digital platforms · UX/UI design · Content management systems

Production & Marketing Design

Print production · Environmental graphics · Trade show design · Campaign design · Marketing collateral · Sales materials · Infographics · Data visualization · Vendor management · Production workflows

Tools & Technical

Figma · Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Premier) · Adobe XD · WordPress · HTML · CSS · Local · Google Workspace · Google Slides · Microsoft Office · PowerPoint · Slack · Asana · AI-assisted design tools.

Education

Master of Arts (M.A.), Theology

Bangor Theological Seminary

Concentration: Ethics and Public Engagement

Bachelor of Fine Arts (B.F.A.), Graphic Design & Multimedia

Maine College of Art

Certifications & Professional Development

Google UX Design Certificate

freeCodeCamp Responsive Web Design Certificate

Ongoing professional development in Figma, AI-assisted workflows, and front-end web technologies

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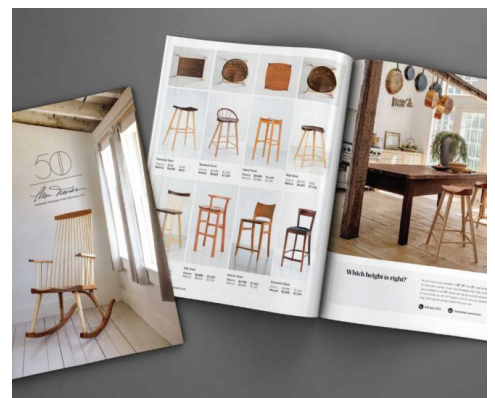
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