

KAT EDDIE

DESIGN & PHOTO

kateddie.com
katherineeddi@gmail.com

WORK EXPERIENCE

Victoria Beckham Beauty | Graphic Designer (Freelance)

October 2023 - Present, New York, NY

Design and create assets such as Instagram stories, beauty ads, GIFs, web banners for Social Media (@victoriabeckhambeauty) and paid ads across Meta and search engines. Collaborate with Growth Shop, Marketing and Data Analytics teams to test design performance to optimize creative design for paid ads.

Design invitations and product cards for PR, fashion shows, brand partnerships and campaigns. Manage and assist contractors during on location content shoots.

Collaborate with copywriting, creative direction, product development, social community and marketing teams to address briefs, maintain brand identity across platforms globally, and brainstorm engaging content ideas.

The Face Magazine | Photographer & Videographer (Freelance)

Paris & Milan Fashion Week

Shoot content for The Face Magazine at Paris and Milan fashion week. Capture BTS photography & video and conducted behind the scenes interviews of models & show attendees.

Shows included Moschino, Ferragamo, Coperni, All In, Diesel, Moncler, Blumarine, Acne, Marni, Cormio, Sunnei and Kiko Kostadinov.

Calla Cane & The Shop Calla Cane | Director of Creative Content

May 2023 - October 2023, Rowayton, CT

Conceptualize and execute photoshoots & creative concepts across multiple social channels and interior design projects.

Design creative assets consisting of emails, landing pages, store graphics, product photography, interior design and architecture photography and videography, digital visual merchandising & content for social channels.

Pier59 Studios | Client Associate

June 2022 — June 2023, New York, NY

Provided client service to clients including Vogue, Prada, Thom Browne, Balenciaga and Chanel.

Coordinate delivery of set design, props, and wardrobe and problem solve various client needs.

Aritzia | Production Assistant

September 2022 — February 2023, New York, NY

Collaborate with production, styling, hair and makeup, talent and creative teams to execute photoshoots and content creation successfully.

Maintain scheduling, talent coordination, equipment allocation and contractor assisting.

John Varvatos | Intern

Summer 2019

Worked with supervisors to organize sample orders, analyze company data, and prepare fabrics for testing. Implemented quality control compliance standards to all product quality and product safety.

EDUCATION

Santa Clara University,
Santa Clara, CA
2016 - 2020

Bachelors Degree in Communication
Minor: Studio Art (Pathway in Film)

SKILLS

Skills: Graphic Design, Photography, Videography, Video Editing, Social Media Management, Creative Direction, Retouching & Coloring & Creative Content Conceptualization

Programs: Adobe InDesign, Photoshop, Illustrator, Premier Pro. After Effects, Lightroom, Figma, CaptureOne, Figma, Avid