

KAT MAI

SENIOR GRAPHIC DESIGNER

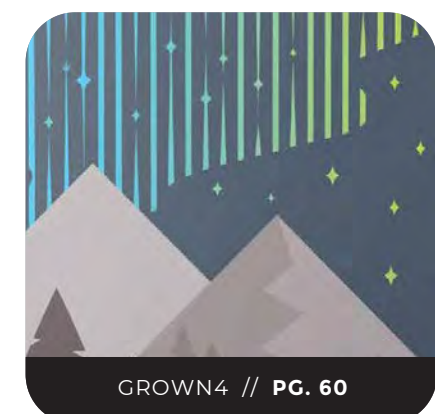
SAN DIEGO, CA ▪ [KAT@KATMAIDESIGNS.COM](mailto:kat@katmaidesigns.com) ▪ [WWW.KATMAIDESIGNS.COM](http://www.katmaidesigns.com) ▪ [LINKEDIN.COM/IN/KAT-MAI-DESIGNS/](https://www.linkedin.com/in/kat-mai-designs/)

HEY HEY HEYYYY! I'M **KAT MAI**

(cat · may)

As a Graphic Designer for over 15 years, I have a proven track record of delivering creative and thoughtful design solutions across print, digital, packaging design – crafting immersive brand experiences. Looking to join a forward-thinking, mission-driven company where I can expand my creative skills and collaborate with a passionate team that values using design to make a positive impact.

CLICK TO JUMP PAGES





GK CHEER

provides quality, American made, custom uniforms for the All Star Competitive Cheer industry. In need of elevating their brand and marketing material, I was brought on to take lead of all GK collateral, including their three annual lookbooks that launch their selling season.

MY ROLE

DEVELOPED CONCEPT

Took team's ideas and turned it into an actionable plan and design aesthetic.

PROJECT LEAD

Planning everything including pagination, photo shoots, locations, and casting.

DESIGN DIRECTION

Created templates; execute commercial level editing; designed all digital, print, and marketing material.



SEE WHAT'S NEW!



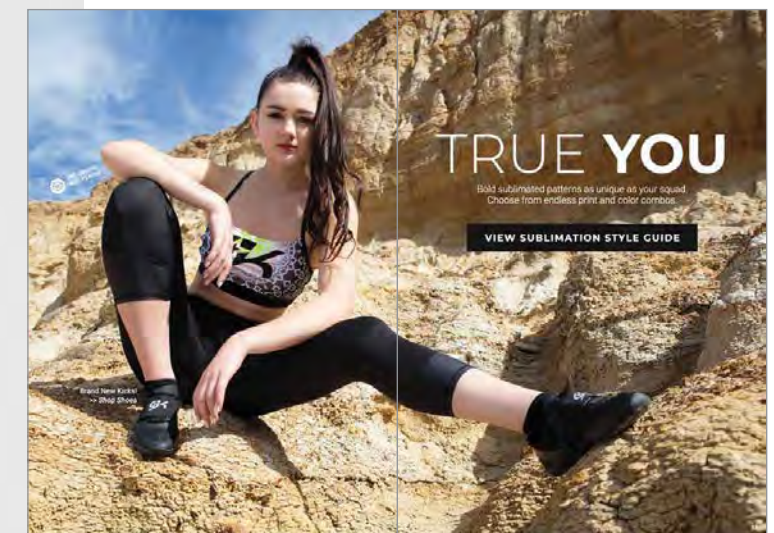
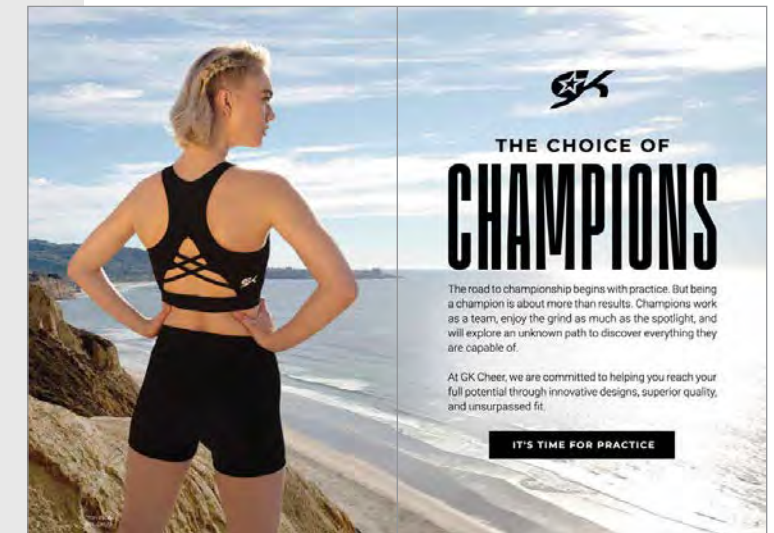
2025 GK ALL STAR
Competitive Cheer Uniforms Look Book



2025 GK SPIRIT
Sideline Cheer Uniforms Look Book



2024 GK ALL STAR
Competitive Cheer Uniforms Look Book

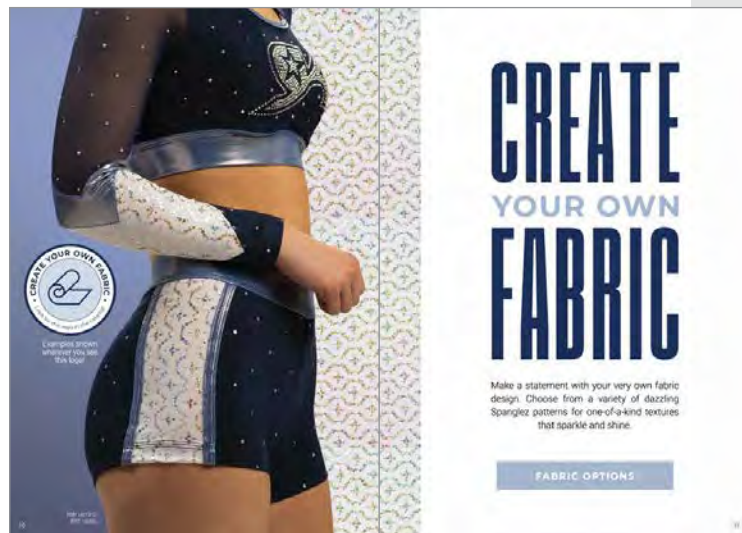


2023 PRACTICE WEAR LOOKBOOK

GK Cheer decided on “Nature of Calm” as the theme for their 2023 Practice Wear book. Wanting to interpret that in a way that maintained the strength and athleticism of cheerleaders, we decided to have the models pose as if they’re working out outdoors. All on-location photography was art directed by myself, including scouting and choosing model poses, based on layouts I had pre-designed before shooting.

[FLIP THROUGH THE BOOK >>](#)

bit.ly/kmd-gkc-23pw



2023 UNIFORM LOOKBOOK

The most important of the three, the GK Uniform Lookbook focuses on competitive performance uniforms that are all about style, embellishment, and dazzling judges on the mat. Therefore the styling of this book must maintain simplicity and elegance, while still capturing and maintaining its viewers' attention throughout all 120 pages. This book is designed completely utilizing in-studio photography, creative layout design, and quality editing.

FLIP THROUGH THE BOOK >>

bit.ly/kmd-gkc-23uni



WATCH ME
DRAW THIS!
bit.ly/gkc-bts



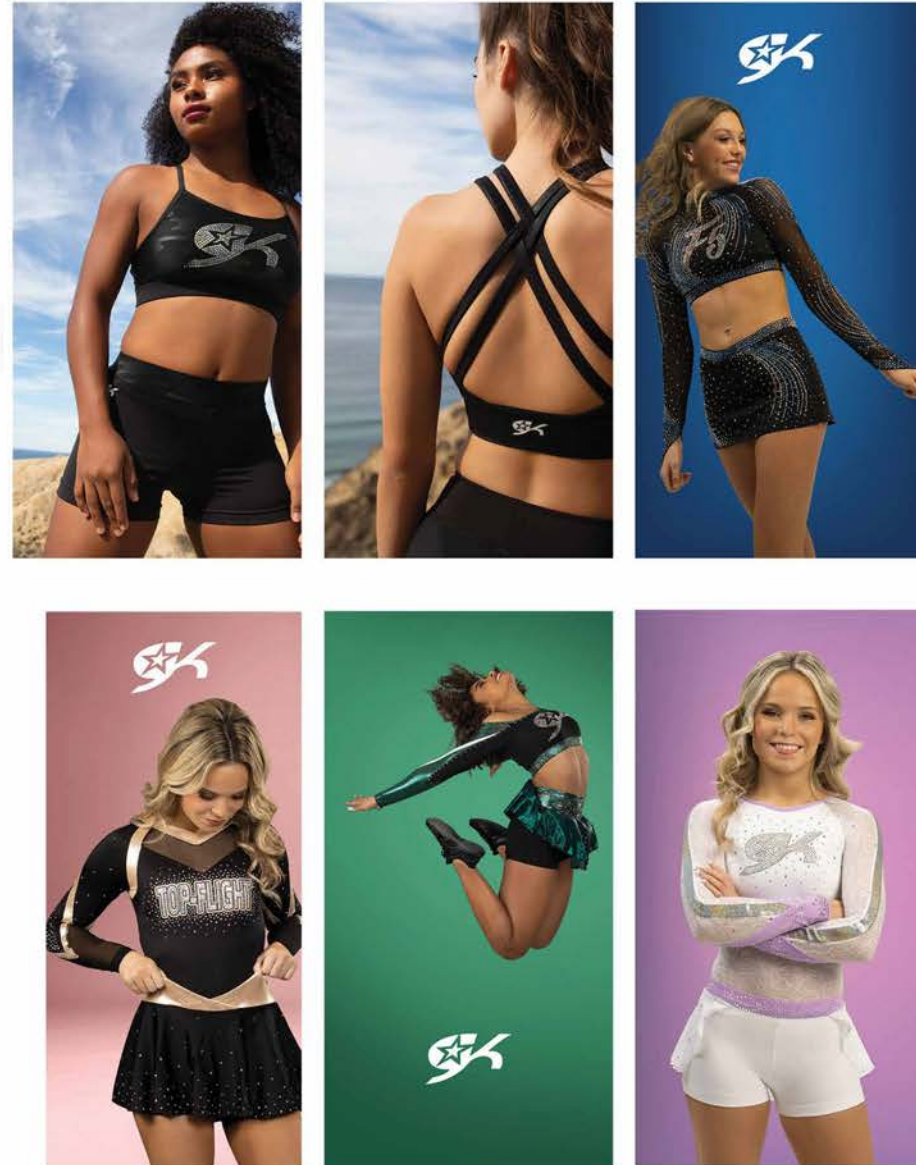
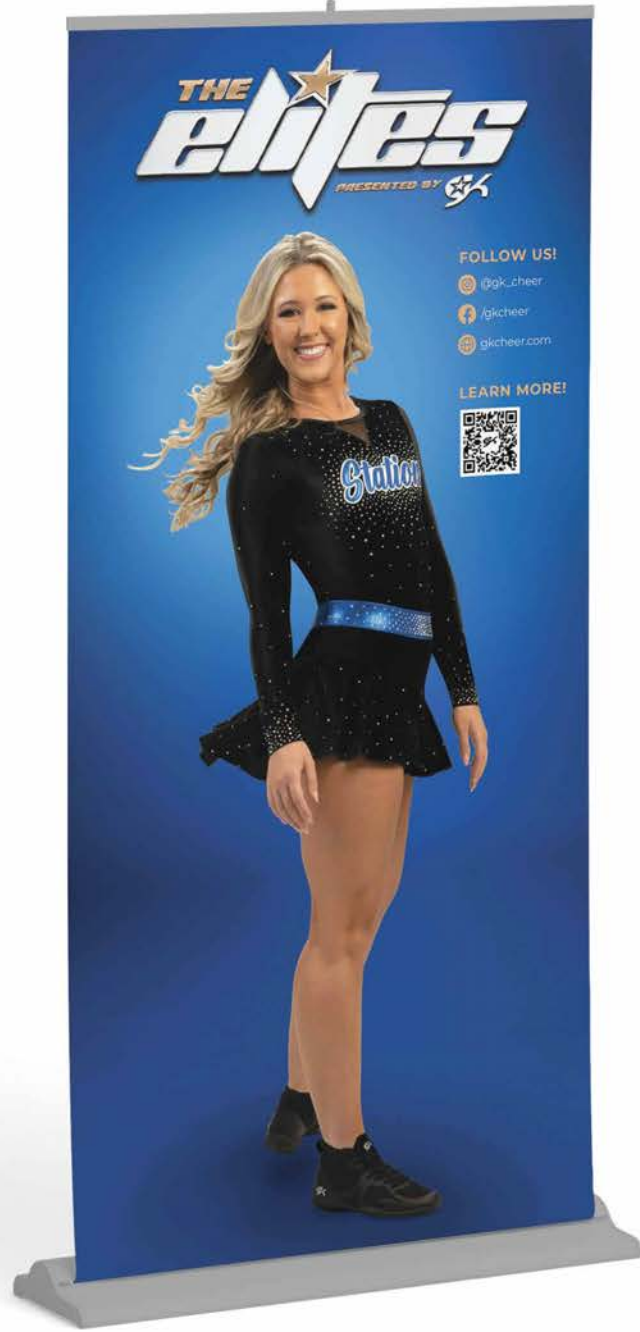
2023 SPIRIT WEAR LOOKBOOK

Targeted at a completely different segment of the cheerleading industry, the GK Spirit Wear Lookbook focuses on high school teams and rec centers that want custom, quality uniforms. The theme of this book was "Best of Spirit" and was intended to have a fun, high school yearbook aesthetic. All on-location photography was art directed by myself, and all layout designs including custom illustrations were done by me.

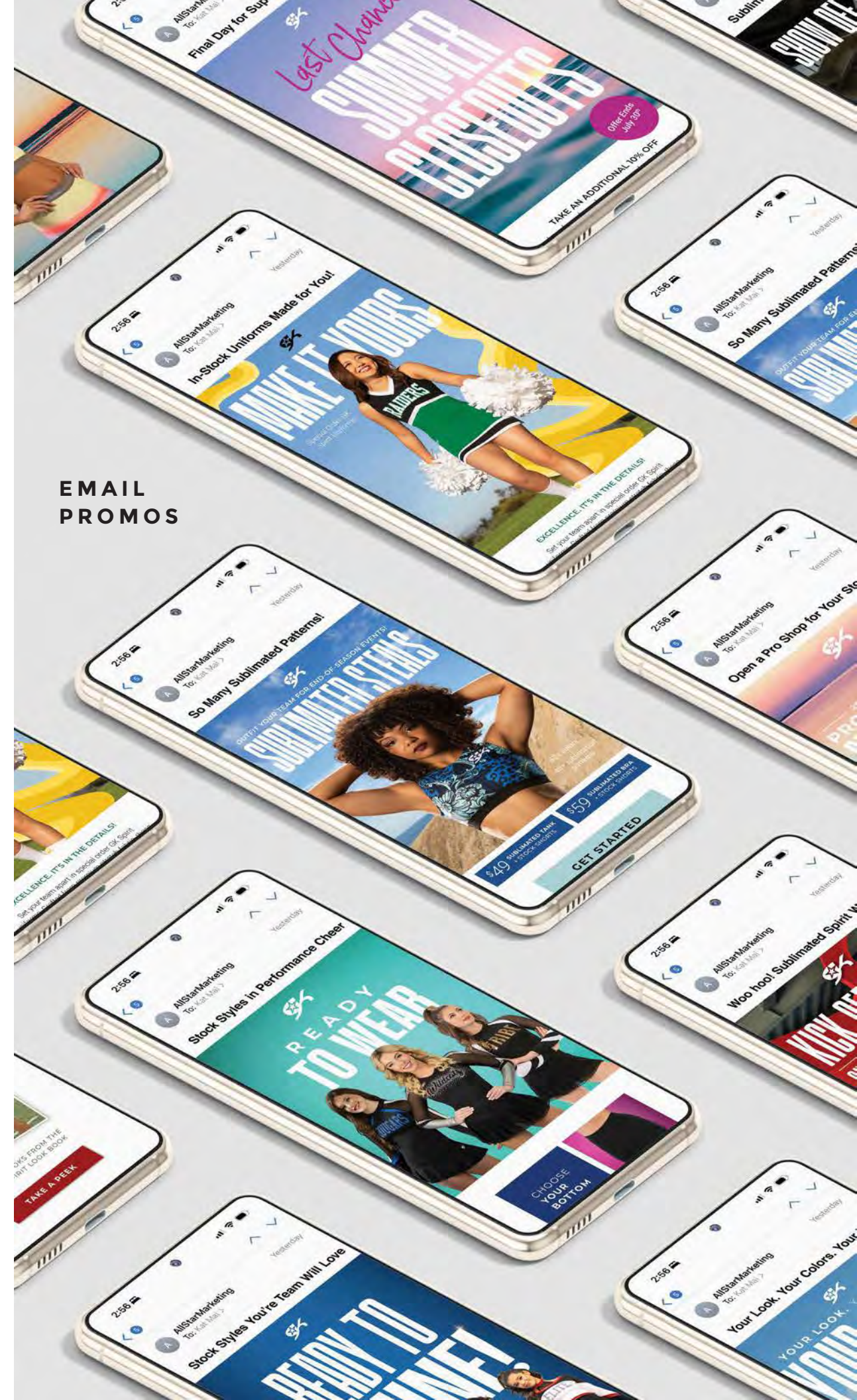
FLIP THROUGH THE BOOK >>

bit.ly/kmd-gkc-23spt

TRADESHOW BANNERS



EMAIL PROMOS

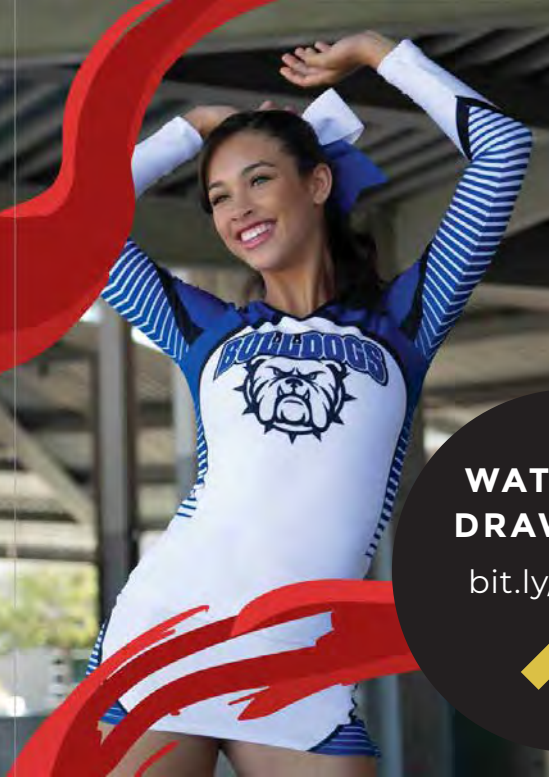


MOST CONFIDENT

SUBLIMATED UNIFORMS

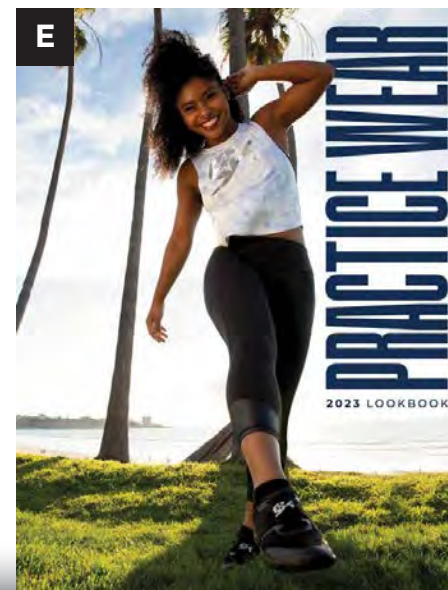
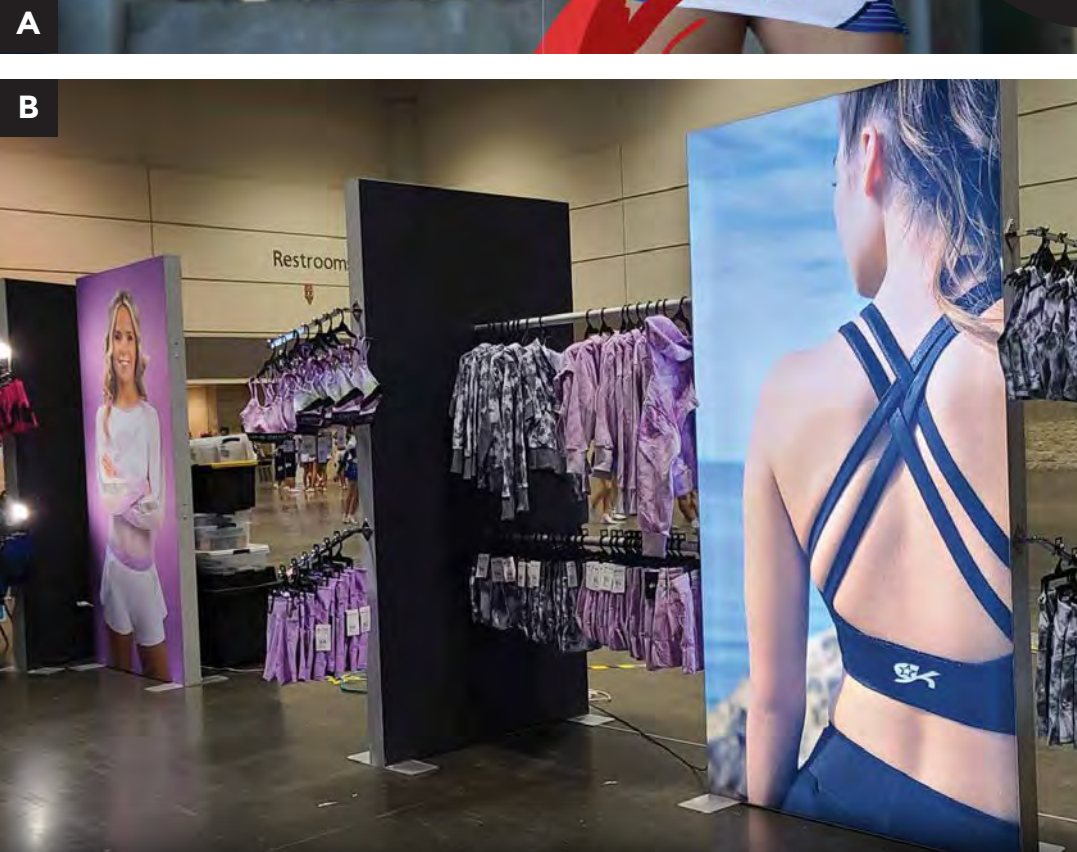
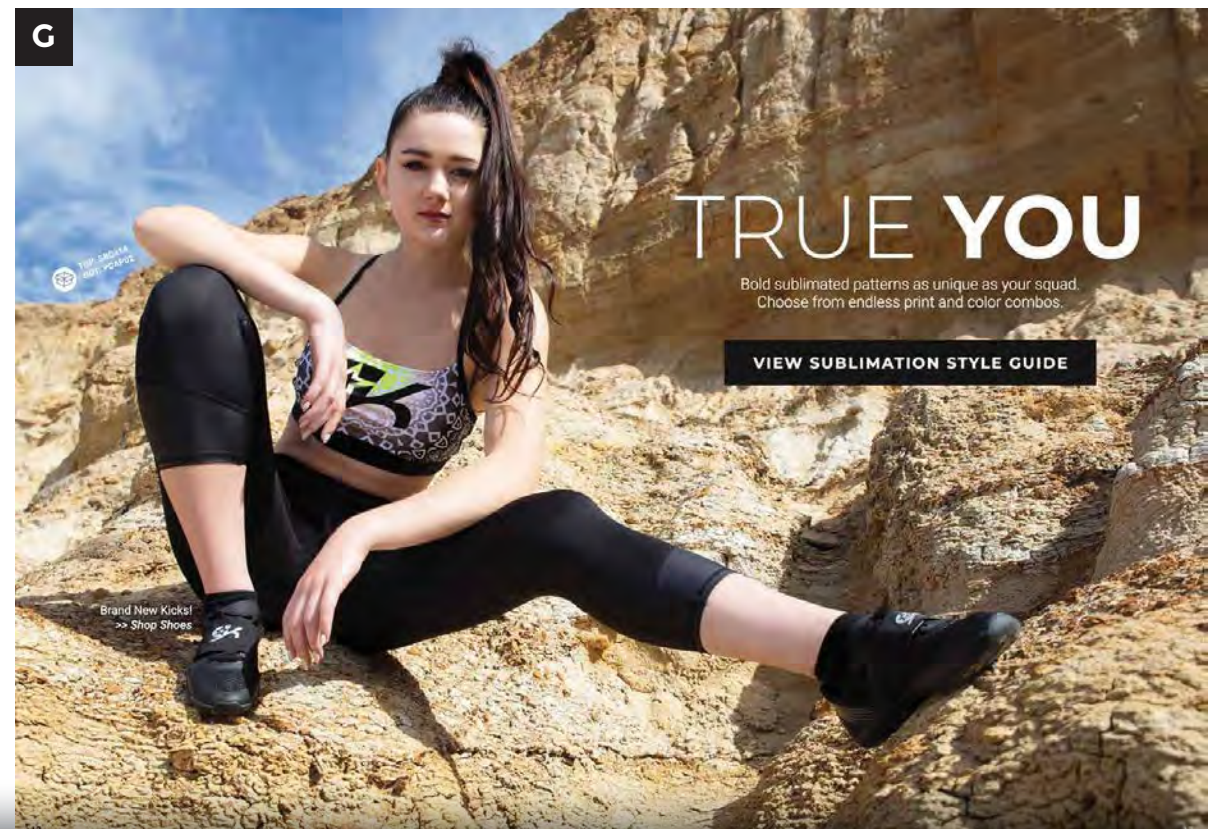
Make your mark in a uniform that exudes confidence and looks as unique as your squad. Sublimated uniforms fuse intricate patterns, vibrant colors, and your team logo right into the fabric. Easy, breezy, and totally cool.

LET'S DESIGN YOURS



WATCH ME DRAW THIS!

bit.ly/gkc-bts



BEHIND THE SCENES

A + C: Custom hand-drawn illustrations created in Procreate to be interactive with photography and layout design.

B: Trade show banners being utilized at the Cheerleading Worlds competition in Florida. Art Directed photography and designed banners.

D-G: Before and After images of using my daughter to test out model pose ideas while scouting location options. D & F show my daughter, E & G show the final design.

SAN DIEGO HILTON

Bayside
CAMPUS

SAN DIEGO HILTON BAYSIDE CAMPUS

is a dual property location, sharing a chic, trendy space with Hilton Garden Inn and Homewood Suites, in the heart of Little Italy. SDHBC was in need of revamping their brand, to separate themselves from other sister properties, and to better align themselves with the high quality, on-trend, welcoming and well-designed interior they proudly boasted on their harborside property.

MY ROLE

BRAND PROCESS

Worked through process with client, including mood boards, logo designs, brand voice, naming brainstorms, etc.

COLLATERAL DESIGN

for both properties separately, as well as a whole.

BRAND GUIDELINES

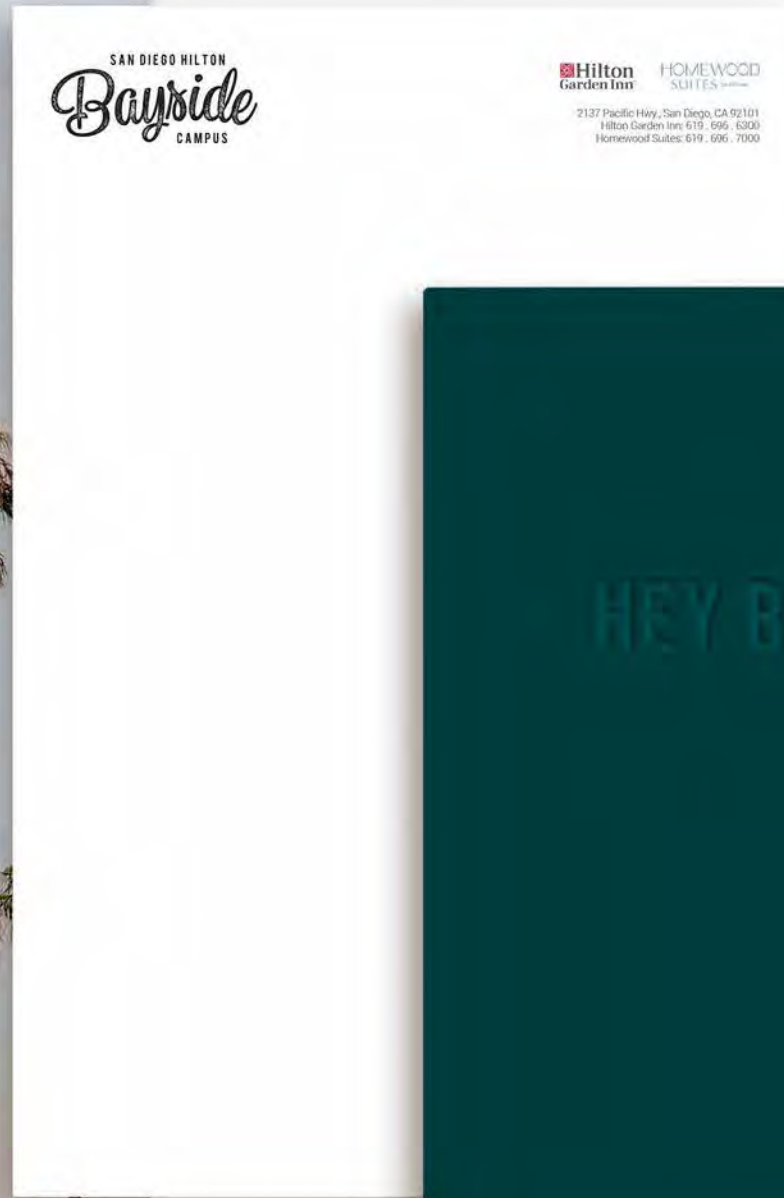
Set guidelines for the property to maintain brand consistency moving forward.

SAN DIEGO HILTON

Bayside

CAMPUS





You are Here

AND IF YOU'RE NOT, YOU SHOULD BE.



SAN DIEGO HILTON
Bayside
CAMPUS

San Diego Hilton Bayside Campus is a casually sophisticated hotel brand that delivers a uniquely San Diego experience with the trusted Hilton service you expect. We strive for guests to feel at ease, confident with their booking, and excited to explore what the city has to offer.

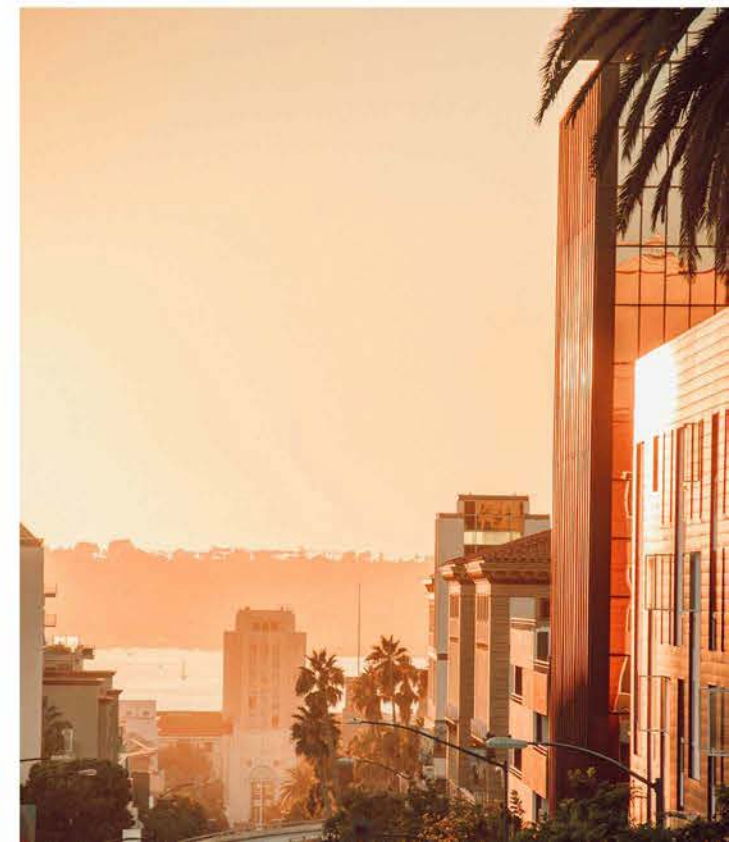
BRAND VOICE + TAGLINES

Worked with San Diego Hilton Bayside Campus to develop their brand voice, including writing out their core values, messaging themes, key points, common headlines to use for various settings, etc. During the Brand Process I came up with the above headline, which the client loved so much they wanted to make their main tagline. The tagline depicts San Diego as a prime vacation location, aligns with California's current "Funner California" marketing campaigns, and adds a bit of brand personality and spunk.



PHOTOGRAPHY STYLING

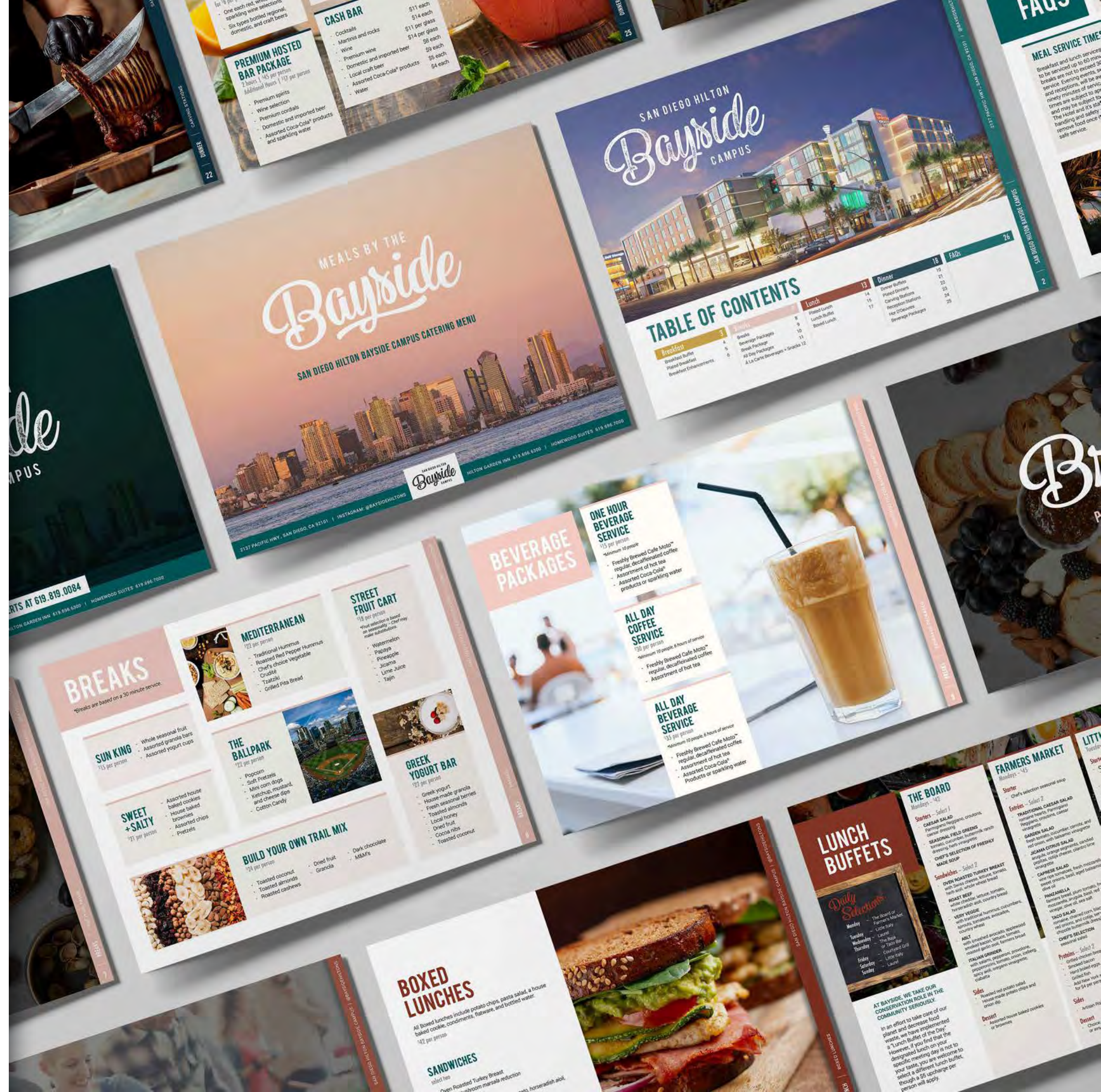
Part of the Brand Process was to determine what unifying aesthetic stock photos should have to maintain a consistent look and feel.

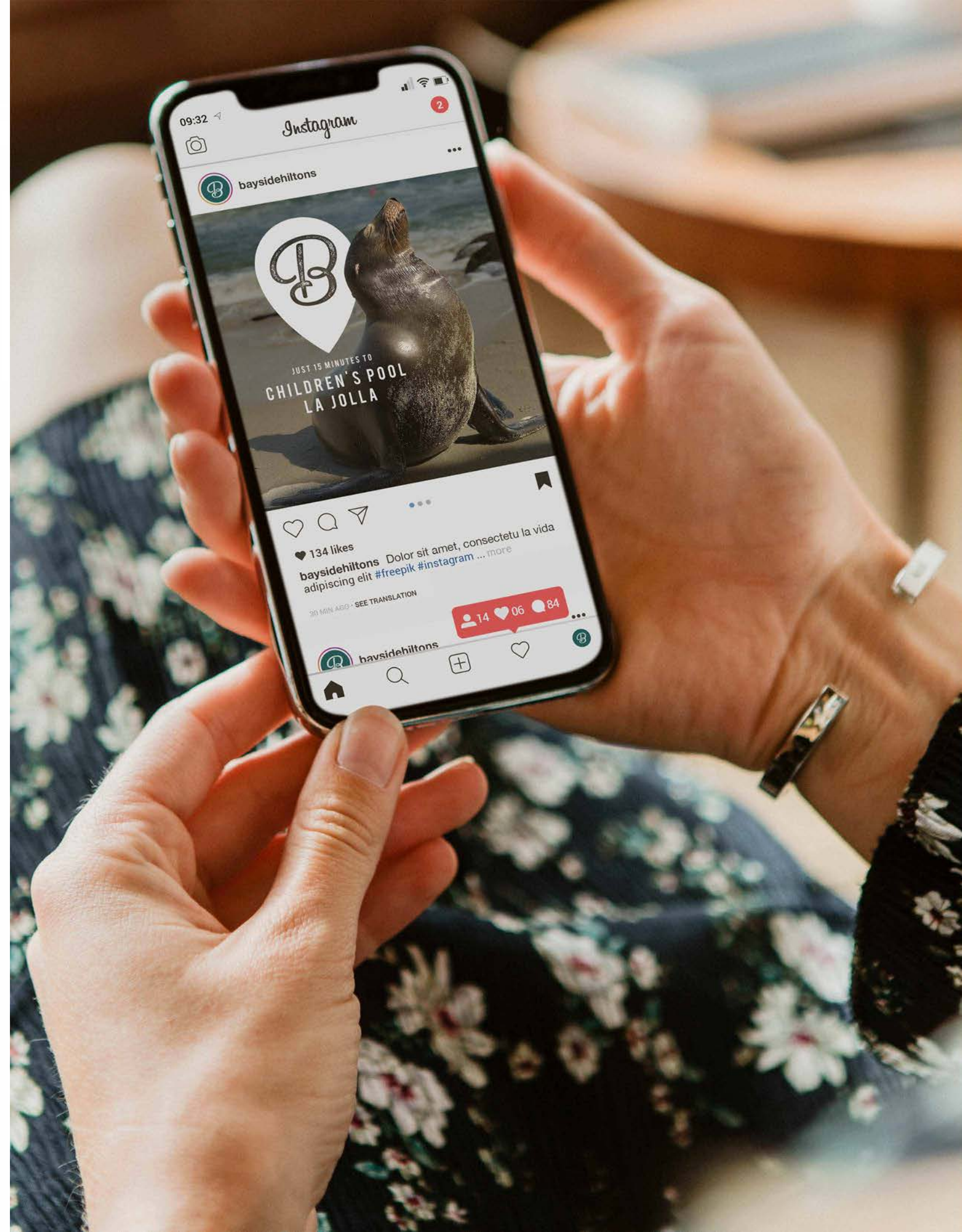
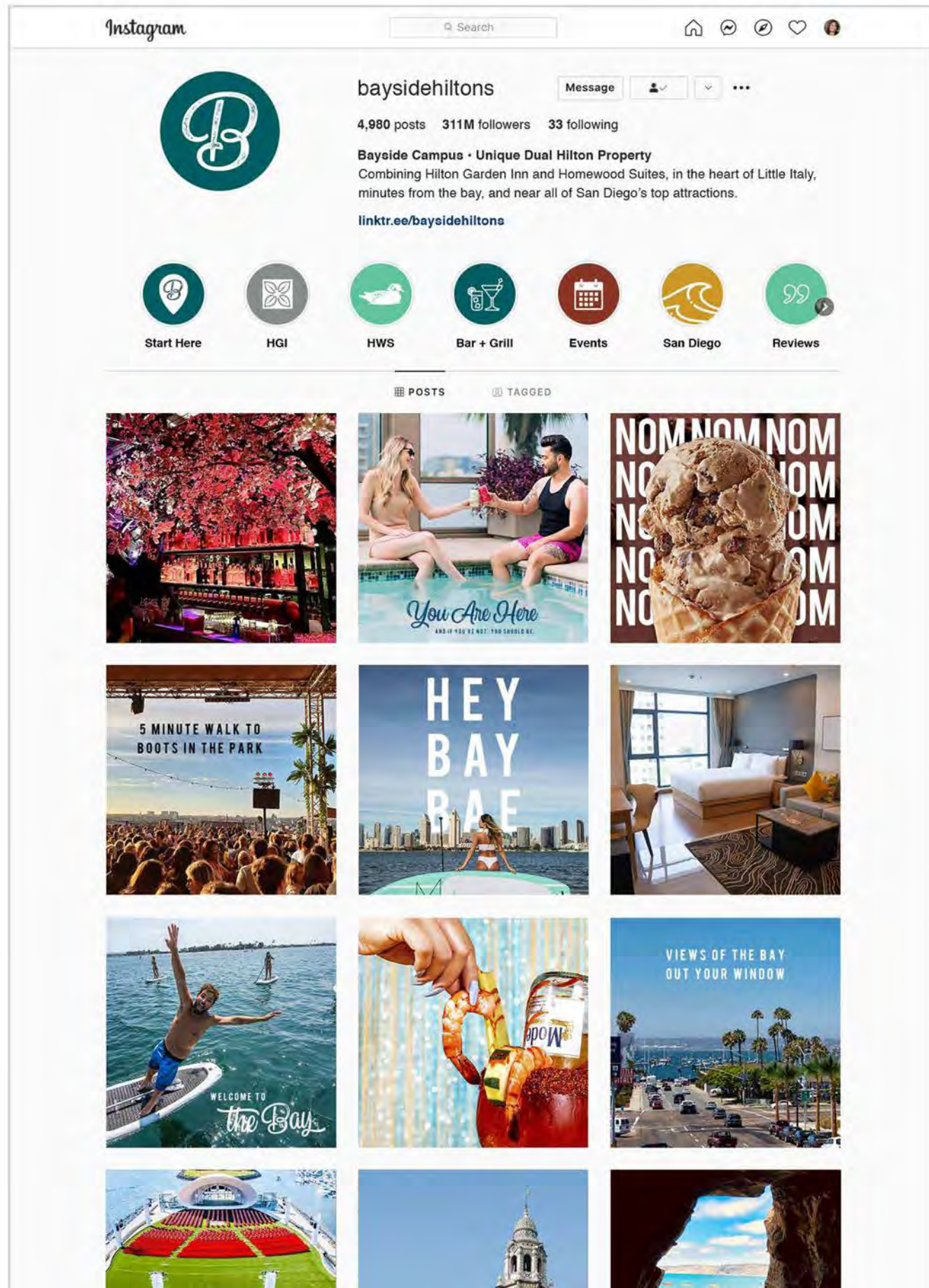




CATERING MENUS

Once the brand was set, we worked on key marketing collateral they use to pitch to businesses interested in hosting their events at SDHBC's property. The most important pieces for them was a multi-page deck that goes over all of SDHBC's catering options in detail. The challenge was to make sure to include large amounts of detailed information in a pleasant and easy to digest way.





Sally B's

• SKIN YUMMIES •

SALLY B'S

had been known for her organic skin care products for a long while, but really reached acclaim after author and influencer Kim Snyder introduced Sally's products to her audience. Following the buzz, Sally realized the need to rebrand her company to look like the high quality, celebrity level product they are.

MY ROLE

BRAND PROCESS

Worked through process with client, including mood boards, packaging options, identities for various product types, and Brand Guide.

PACKAGING DESIGN

Provided multiple options that could vary depending on retailer when selling B2B.

BRAND GUIDELINES

Set guidelines to maintain brand consistency.

ORGANIC SKIN CARE SOLUTIONS

Sally B's
• SKIN YUMMIES •



S A L L Y B ' S

Skin Yummies

S A L L Y B ' S

Skin Yummies

Antioxidant Serum

DAY+
NIGHT



VEGAN
GLUTEN-FREE
CRUELTY-FREE

MOISTURIZING • NEUTRALIZES FREE RADICALS • SLOWS SIGNS OF AGING

WWW.SALLYBSKINYUMMIES.COM

Sally B's
SKIN YUMMIES

Certified Organic
Skin Care Solutions



• SALLY B'S SKIN YUMMIES •

Daily Facial Care Collection



Our four favorite daily-use products that work with most skin types. Cleanse twice a day and follow up with our Antioxidant Serum - Daytime in the morning and the Nighttime mixed with the Boost before bed - for healthy skin that glows.

This Collection Includes:

- (1) Antioxidant Skin Boost
- (1) Nighttime Antioxidant Serum
- (1) Daytime Antioxidant Serum
- (1) Tamaru Luxury Facial Cleanser

SALLY B'S
Skin Yummies



LOGO OPTIONS - Not Chosen

Sally B's
· SKIN YUMMIES ·

Sally B's
SKIN YUMMIES

Sally B's
SKIN YUMMIES

SALLY B'S
SKIN YUMMIES

SALLY B'S
Skin Yummies

COLOR PALETTE



STOCK BACKGROUNDS





earth's
natural
clay

EARTH'S NATURAL CLAY

Client acquired a premium bentonite clay company, but lacked the high end brand that matched its price point, made it difficult to compete online, and didn't interest buyers for retail contracts.

MY ROLE

DESIGN PROCESS

Worked through process with client, including branding and packaging for three different product lines, Amazon store front, and Brand Guide.

PACKAGING DESIGN

Executed final designs on all die lines for production.

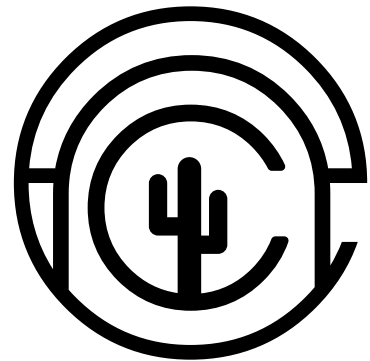
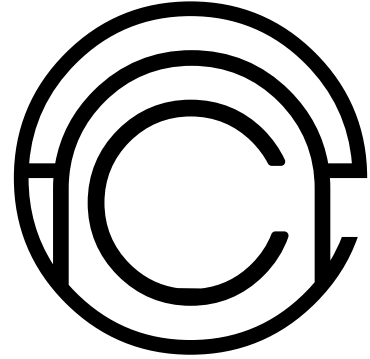
BRAND GUIDELINES

Set Packaging Brand Guidelines to maintain consistency.



earth's
natural
clay

enc





NATURE'S WAY TO A HEALTHIER, FULLER LIFE

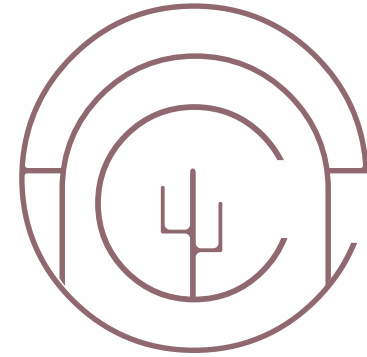
Powerful Calcium Bentonite Clay From the Mojave Desert

WWW.EARTHSNATURALCLAY.COM



THE NATURAL WAY TO A HEALTHIER & HAPPIER PET

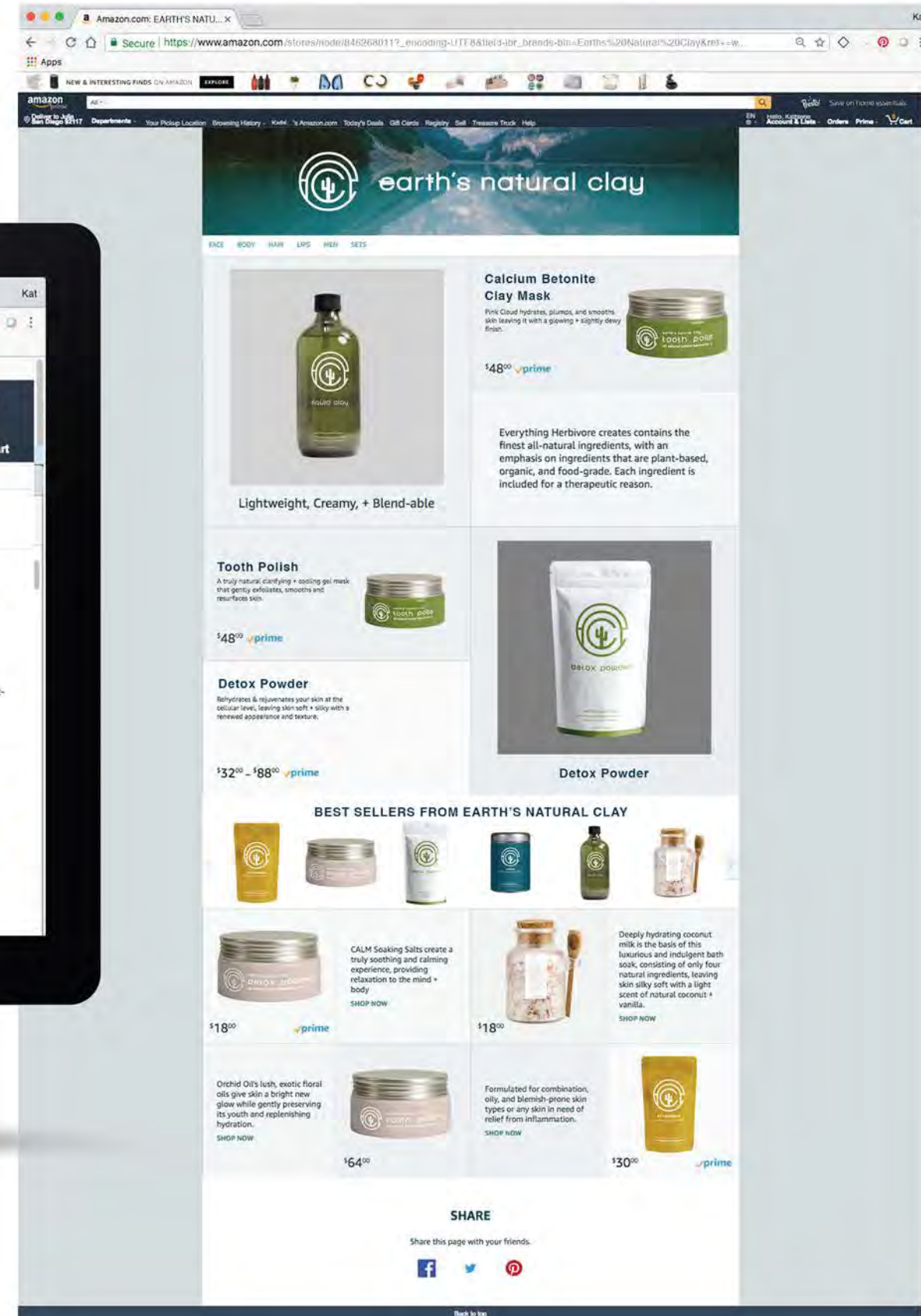
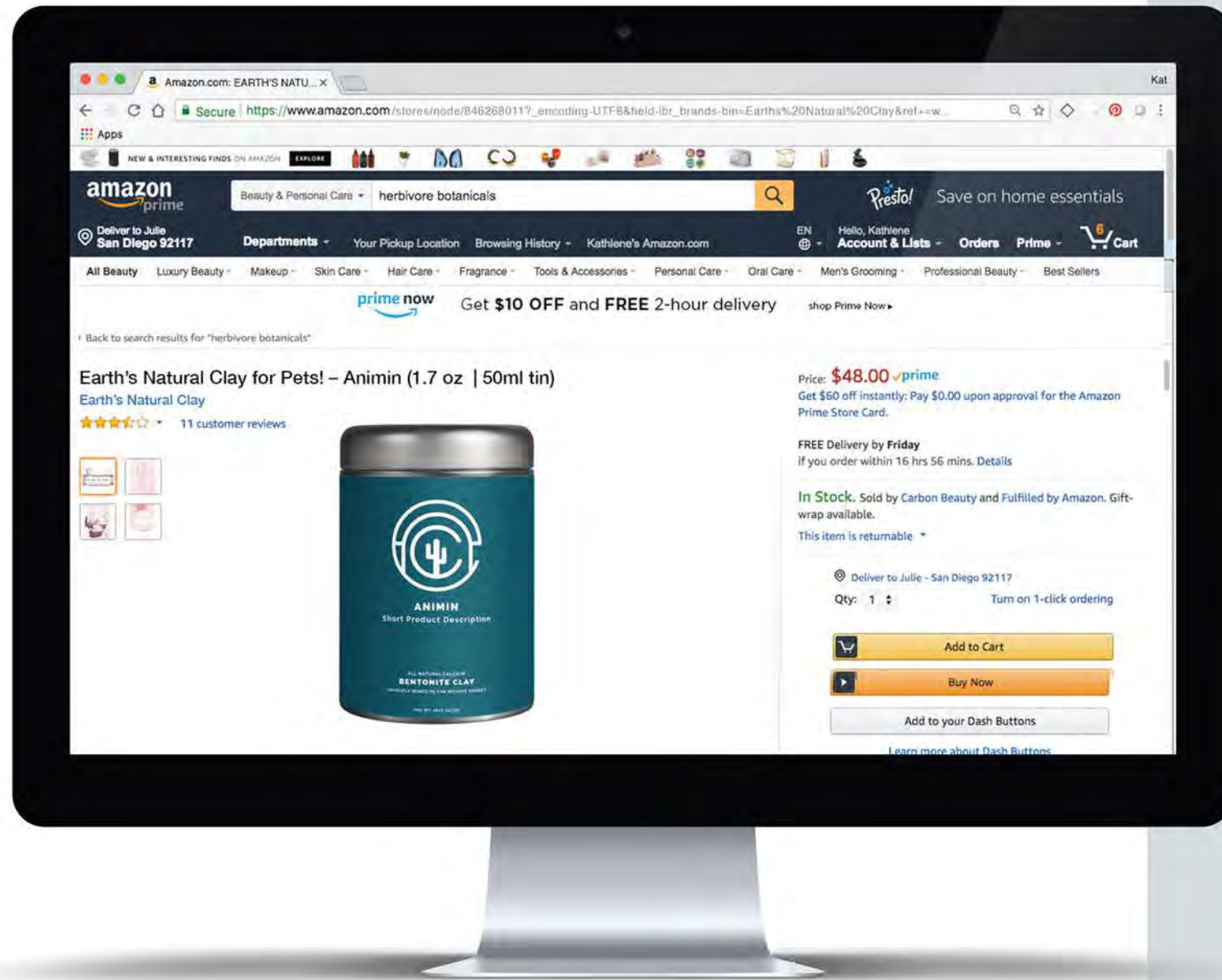
Natural Mineralized Clay to Improve Your Pet's General Health



natural beauty inside and out

ALL NATURAL MINERALIZED CLAY TO
CLEANSE, DETOXIFY, EXFOLIATE, & TONE





THE
SIMPLE
POUR

THE SIMPLE POUR

With 20 years of experience as a professional sommelier, Mickey started The Simple Pour to remove the intimidation of pairing and to teach fun, simple combinations of everyday foods with wine and spirits. The brand needed an upscale robust look, while still feeling fresh, hip, and fun!

MY ROLE

DESIGN PROCESS

Worked through process with client, including logo options, website design, Canva templates for Instagram and Pinterest posts, and Brand Guide.

BRAND VOICE & MESSAGING

Helped client develop brand voice through messaging.

BRAND GUIDELINES

Set Packaging Brand Guidelines to maintain consistency.

THE SIMPLE POUR

Pairing every day food with wine and spirits
in a simple, easy, and fun way!



The
SIMPLE POUR
PAIRING EVERY DAY FOOD WITH WINE & SPIRITS

01

The
**SIMPLE
POUR**

02

THE
Simple
POUR

03

THE
Simple
POUR

04

THE
SIMPLE
POUR

05

THE
**SIMPLE
POUR**

06

Enhance

EVERY DAY EXPERIENCES WITH
the ones you love most

Cheers!

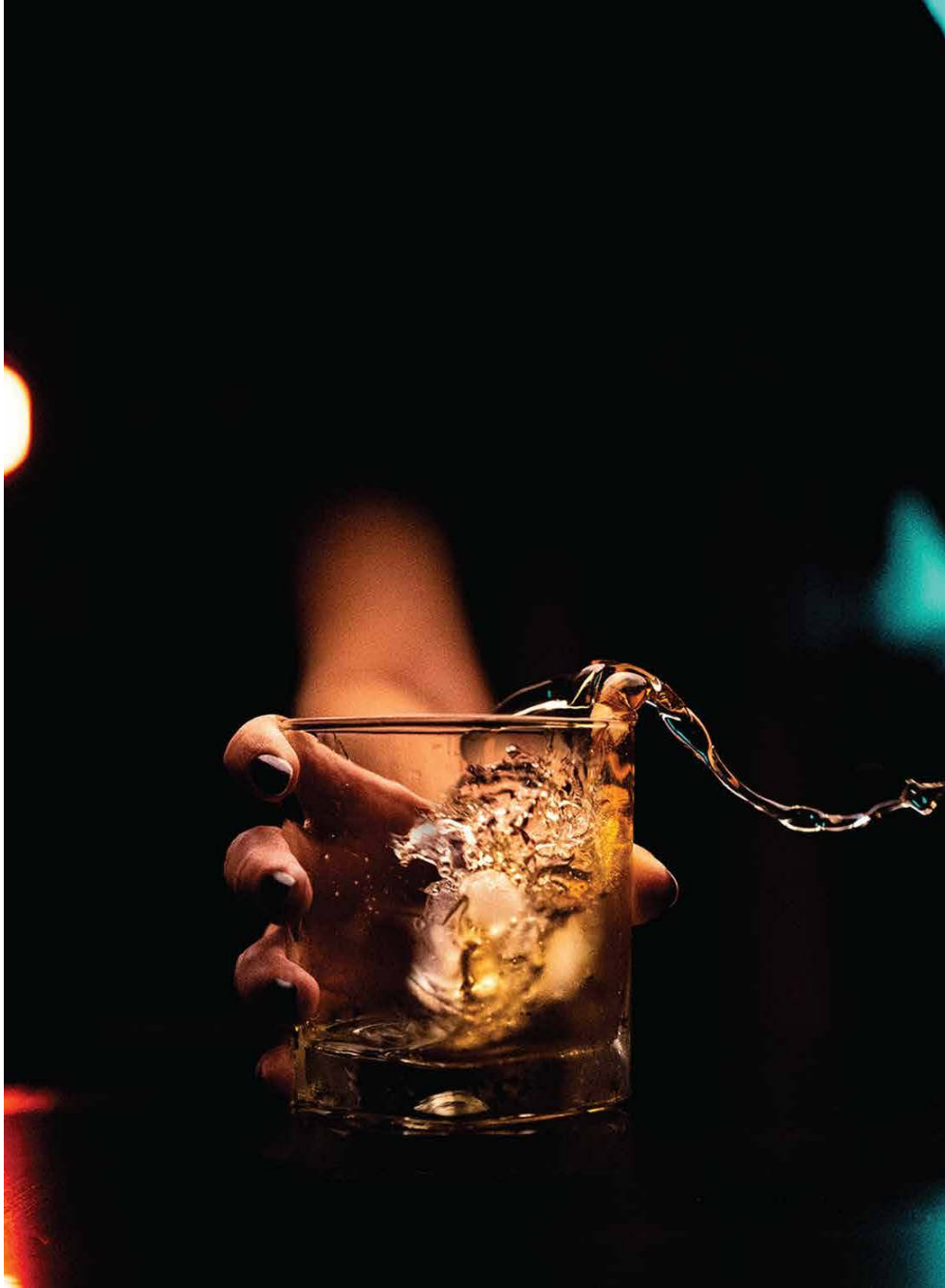
BLOG ARCHIVE

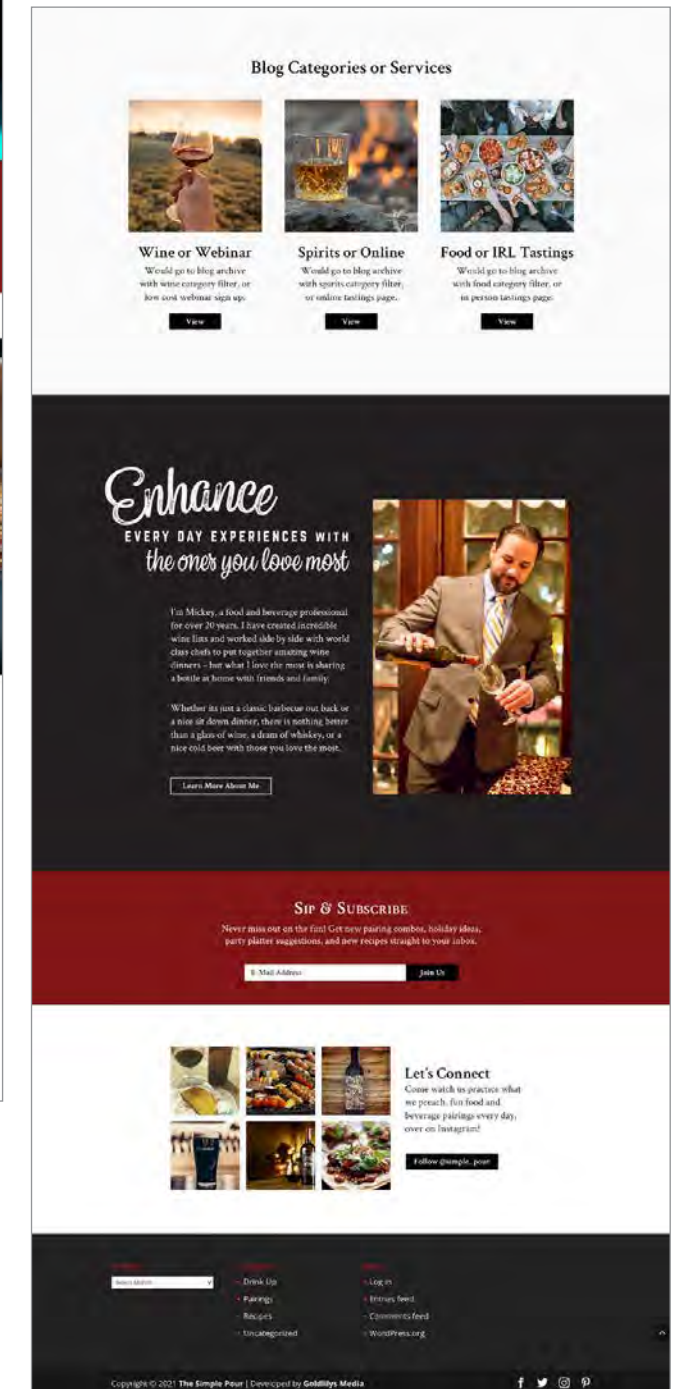
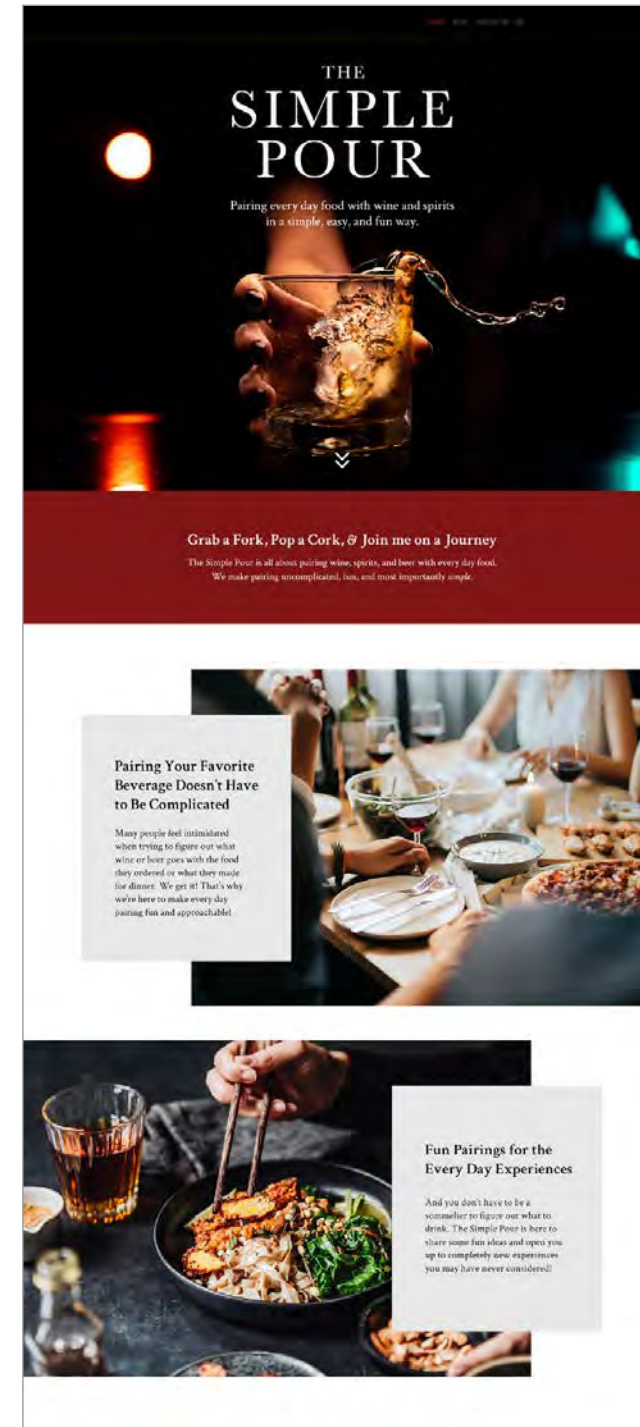
BOOK A PERSONALIZED

Tasting!

Inviting
Headline

ABOUT YOU + CLIENT





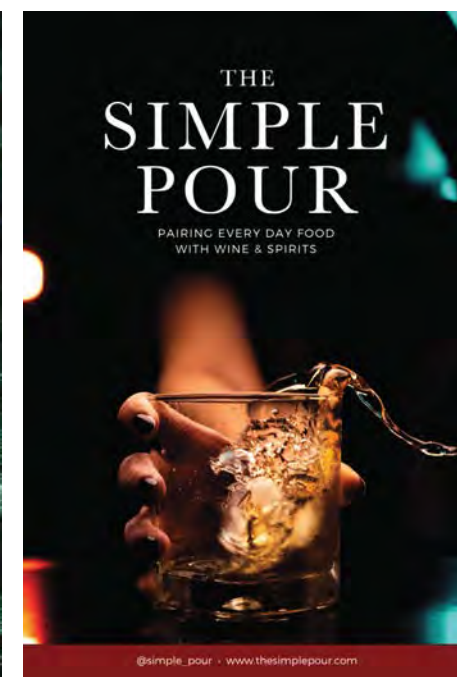
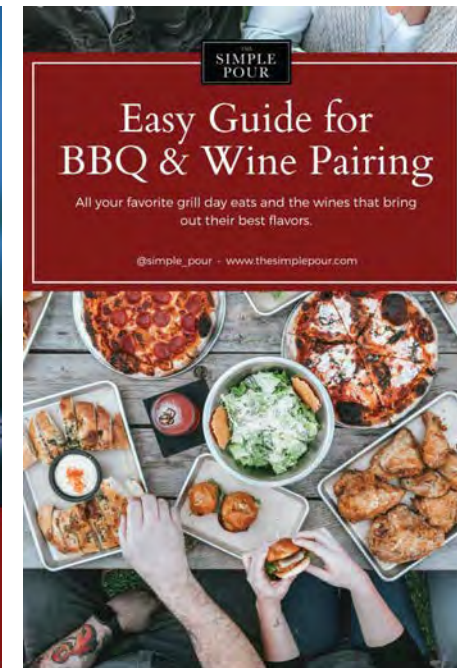
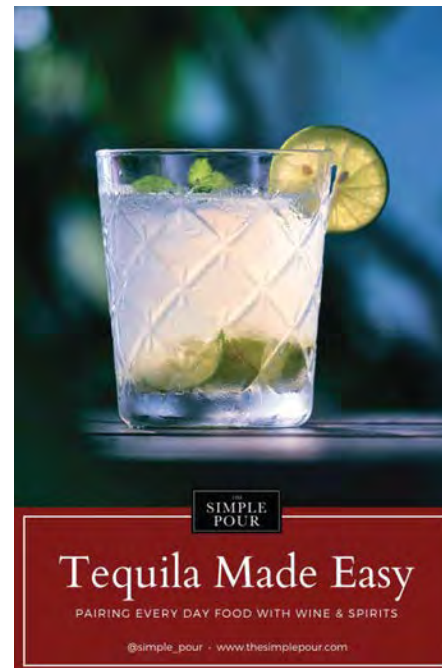
BLOG ARCHIVE

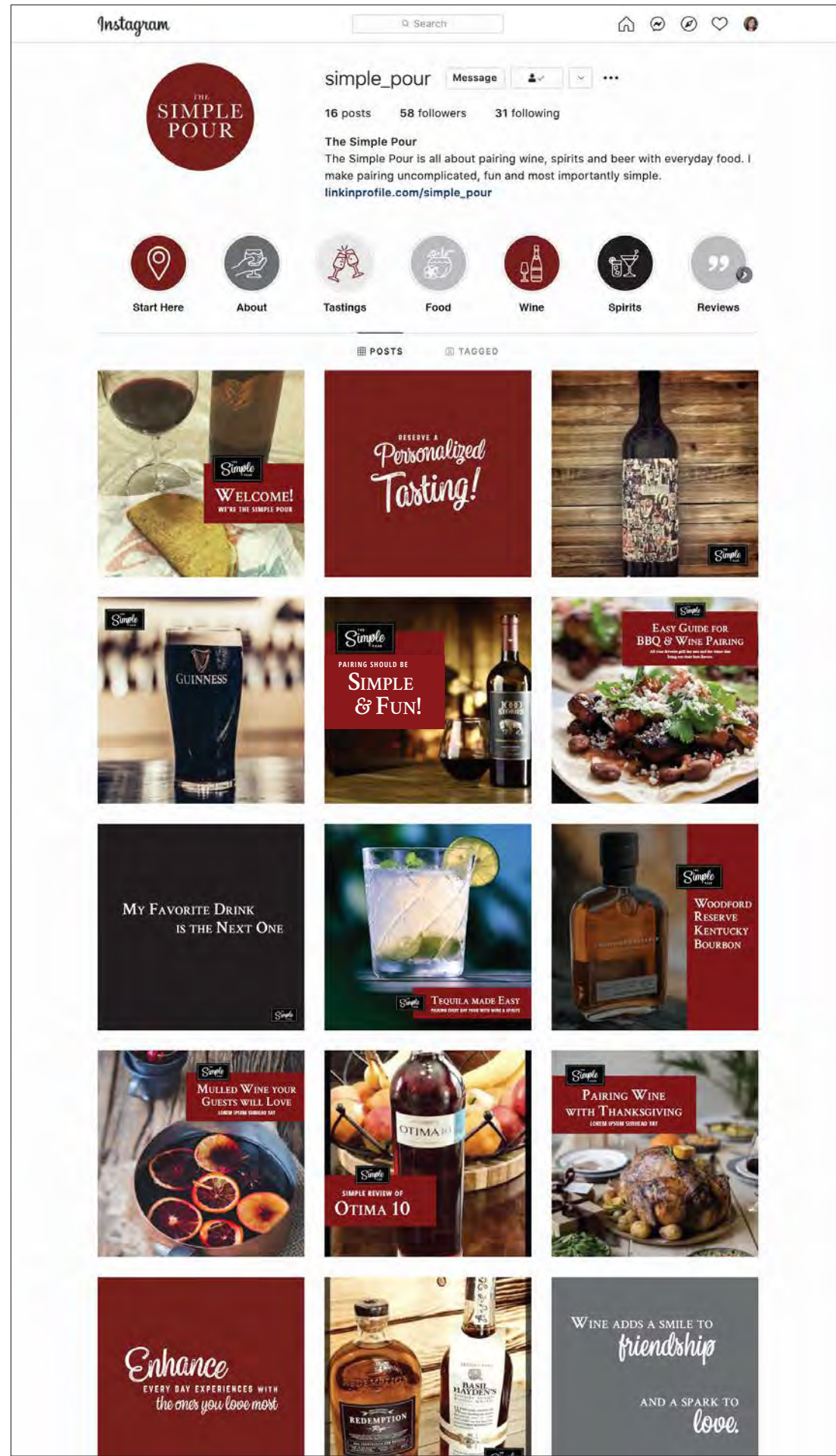


BLOG ARTICLE

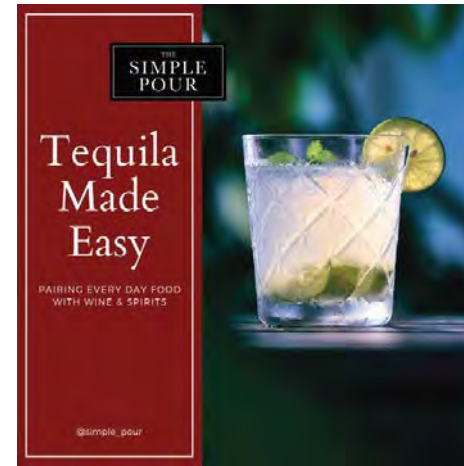


BLOG ARTICLE COVER PHOTO CANVA TEMPLATES





INSTAGRAM CANVA TEMPLATES



SERVICES

BOOK A PERSONALIZED Tasting!

Subheadline or description about types of services or something fun and enticing.

[Book Now](#)



Online Tasting
Short description about how this works, benefits, covid safe precautions, possibly price.

[Book](#)



In Person Tastings
Short description about how this works, covid safe precautions, possibly price.

[Book](#)



Webinar / Subscription
Lower tier, maybe sign up for future subscription boxes or webinar tastings.

[Sign Up](#)



Captivating Head Line re What & Why

Some kind of description that highlights what they would be getting, the experience, focus on the feeling, fun, enjoyment, education, desirables, why they don't want to miss out on this.



Another Supportive Headline re Something Unique to TSP

This is where you'd position your text to support what makes TSP unique and the best choice for booking a tasting, something specific to TSP or Mickey, and also pay for exciting get them pumped up personality text.

Book Now

Schedule your custom tasting today to kick kick body every time. Something short but driving or motivating call to action.

[Book Now](#)

ABOUT

Inviting Headline
ABOUT YOU + CLIENT

Learn More About Me

Headline re: 20 Years of Experience

Headline is a placeholder. Possibly written in 2nd person. Goal of this section is to explain a little more about your background, so the viewer feels like you're a pro, feels excited to work with you, wants YOU! specifically to guide them through tastings. This portion will be especially helpful for when you're pitching your tasting services for someone you're hitting that right target audience. It also is a space where you can talk about yourself in a way that addresses all the client's wants, needs, frustrations, intimidations with wine pairing, etc. Can also write about yourself in a way that addresses any hesitations they might have, whatever might hold them back from booking any services, etc. Also can show fun personality, reliability, etc. here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

What We're Known For

- Superb Taste**
Goal of this bit is to highlight what makes you an expert.
- Fresh & Fun Setting**
Goal of this bit is to highlight what makes you an expert.
- Unique Pairings**
Goal of this bit is to highlight what makes you an expert.
- Easy to Understand**
Goal of this bit is to highlight what makes you an expert.

Maybe a fabulous quote validating your expertise, how good you are at pairing, how well you handle leading groups through tastings to position you as expert.

-Name of Person, How They Know You

SIP & SUBSCRIBE

Never miss out on the fun! Get new pairing combos, holiday ideas, party plans suggestions, and new recipes straight to your inbox.

[Join Us](#)

- Drink Up
- Tastings
- Winepair
- Uncategorized
- Log In
- Unlink Page
- Customize Menu
- View IP Page Log

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GRAPHIC ELEMENTS



START-MAP



HAND-WINE



CLINK



COCONUT



WINE-GLASS



MARTINI



QUOTE

USE EXAMPLES

What We're Known For



Superb Taste
Goal of this bit is to highlight what makes you an expert.



Fresh & Fun Setting
Goal of this bit is to highlight what makes you an expert.



Unique Pairings
Goal of this bit is to highlight what makes you an expert.



Easy to Understand
Goal of this bit is to highlight what makes you an expert.

INSTAGRAM HIGHLIGHTS



Start Here



About



Tastings



Food



Wine



Spirits



Reviews



START HERE
Use same home page content flow, but broken down shorter.



ABOUT
About TSP, Mickey, but also what viewers are looking for, why TSP is unique.



TASTINGS
Basically summary of Services. Can use same content from Services page.



FOOD
Any food recipe or pairing posts can also be saved to Food Highlight.



WINE
Any wine suggestions or pairing posts can also be saved to Wine Highlight.



SPIRITS
Any spirits suggestions or pairing posts can also be saved to Spirit Highlight.



REVIEWS
For now, anything positive anyone, that can validate experience. Later, be client reviews of Tastings.



LOLLI & POPS™

LOLLI + POPS

After filing bankruptcy and coming under new leadership, Lolli & Pops recognized their overdesigned stores and packaging were alienating their core audience – kids who love candy! Despite rebranding with another agency, they had no vision of how to apply their new brand onto physical packaging that would be effective in stores, catch attention, or be build a sustainable system that encompasses their multiple product types.

MY ROLE

DESIGN PROCESS

Worked through process with client, including packaging options, visual system for various product types, and Packaging Brand Guide.

PACKAGING DESIGN

Executed final designs on all die lines for production.

BRAND GUIDELINES

Set Packaging Brand Guidelines to maintain production consistency.



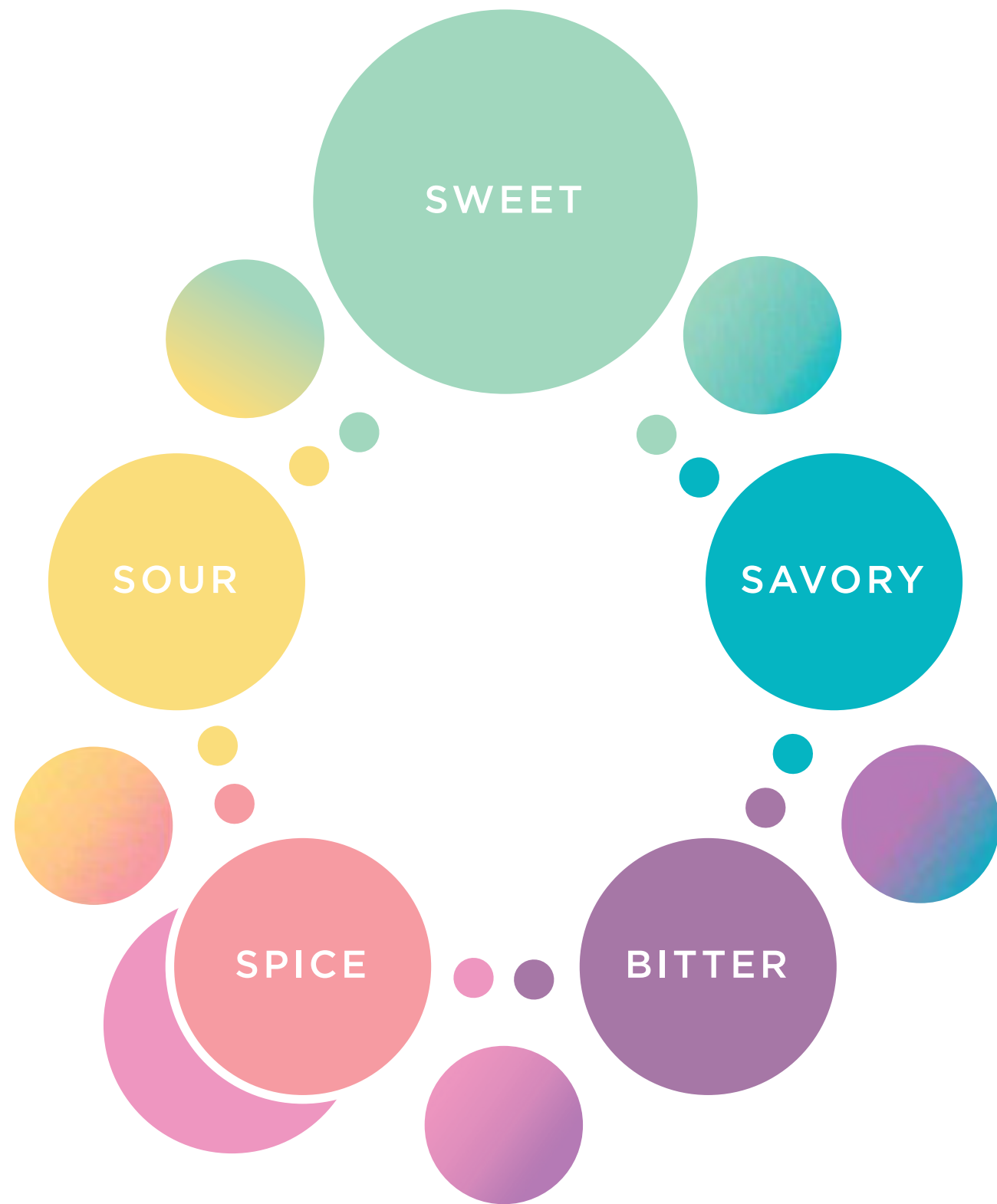


CORE PACKAGING // CHOCOLATE BOXES

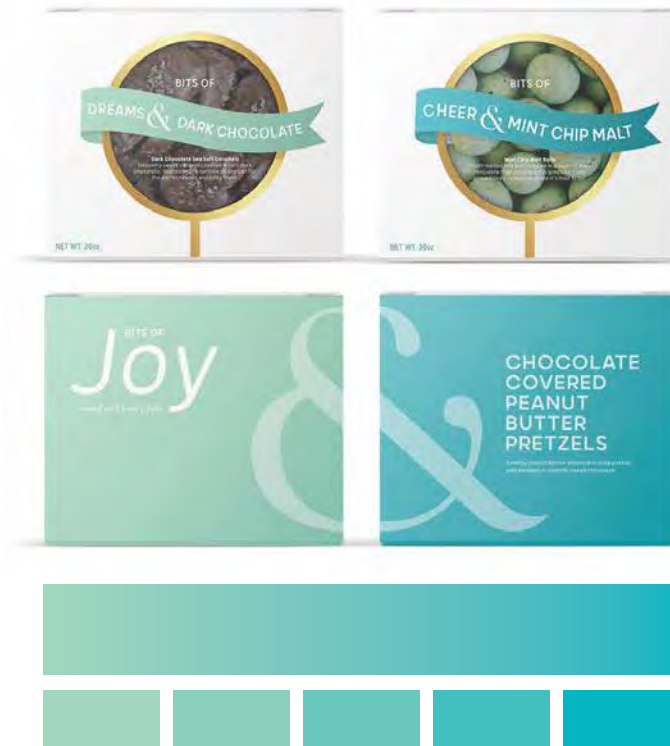
Packaging features a gold foil outline of the Hero Lollipop symbol – easier to produce than a die-cut stem, adds shine without being loud, and unifies flavors and colors across products. A whimsical ribbon motif adds movement and joy, countering a too-serious feel while framing the product name and incorporating key feelings the client wanted to emphasize.. The layout guides the eye around the box with graphic cues and brand storytelling, while leaving room for required info.



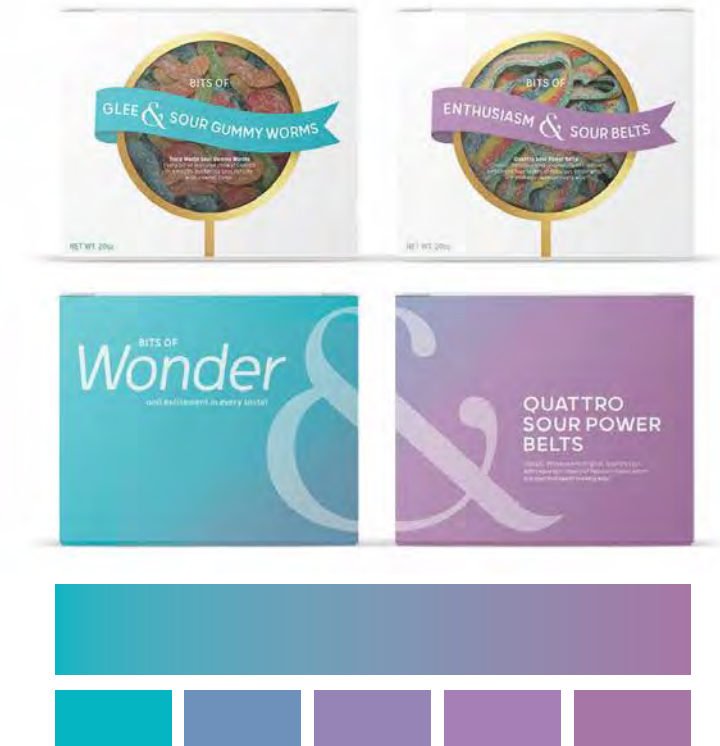
Showing multiple sides of each box for a branded customer experience, as well as an option for displaying on shelf to catch attention.



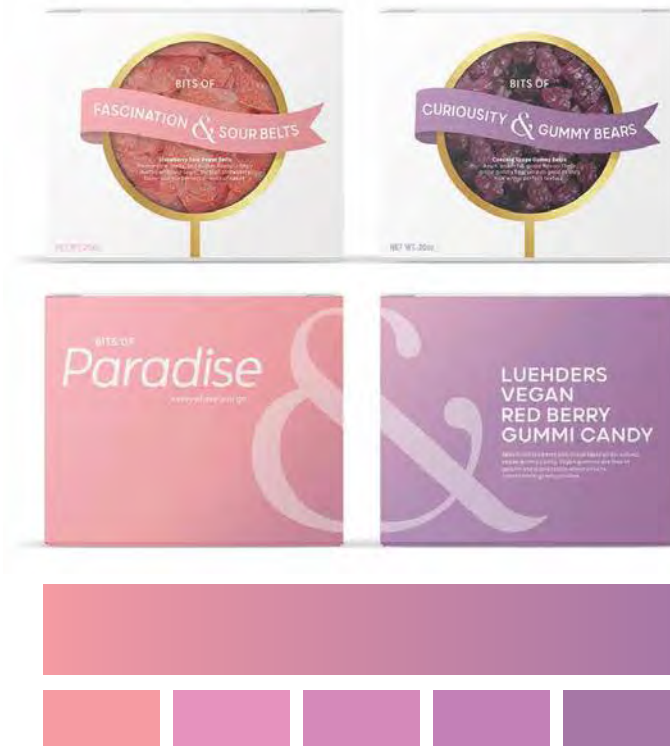
CLASSIC / CHOCOLATES / SWEETS



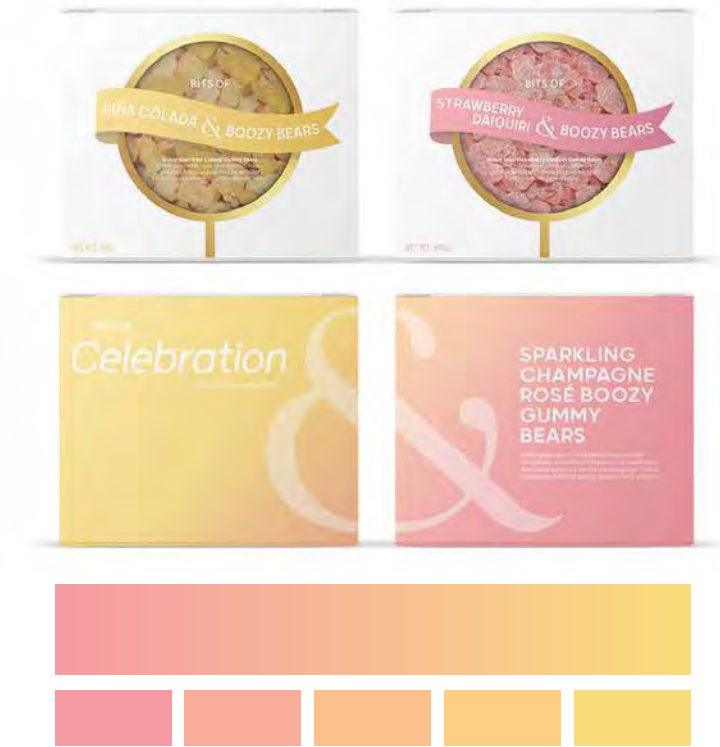
CANDIES / SOURS / HARD CANDIES / OTHER

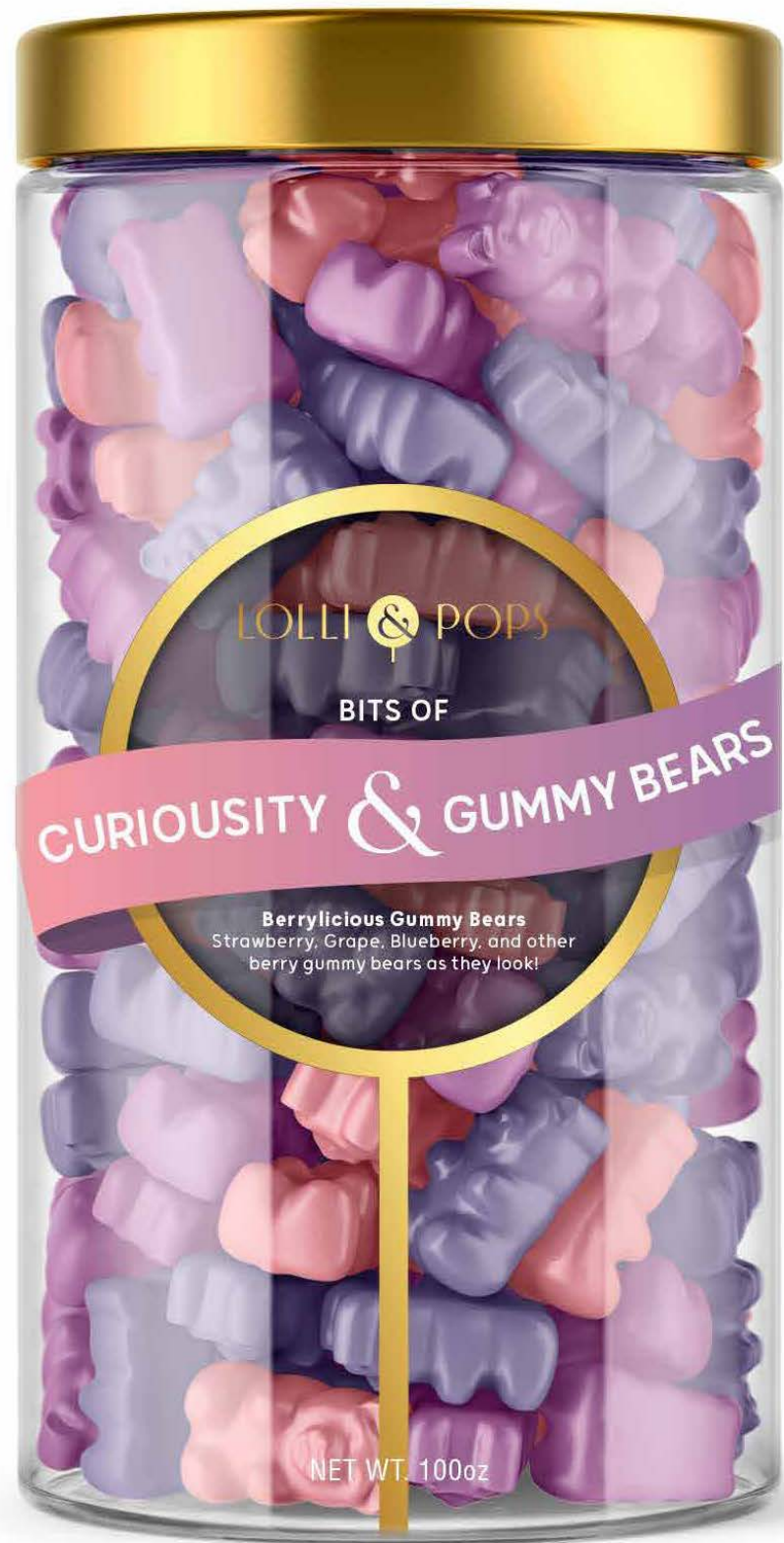


FRUIT FLAVORS / GUMMIES



BOOZY







Gradient colors used to identify flavor profiles, as well as create eye catching displays and easy upsells when merched near cashiers.



Gradient colors used to identify flavor profiles, as well as create eye catching displays and easy upsells when merched near cashiers.

SKINNY
THE ORIGINAL SEED DIP
DIPS

SKINNY DIPS

is a seed based dip that is made of all natural ingredients. They came to me frustrated with packaging that felt too boutique and unapproachable. They wanted a brand that spoke to busy families, young trendy shoppers, and felt like an easy yes for store buyers to stock on their shelves. I explored a range of bold, fresh design directions to position their dips as fun, versatile, and shelf-ready—striking the right balance between accessible, innovative, and crave-worthy.

MY ROLE

BRAND PROCESS

Worked through process with client, including mood boards, packaging options, color story for various flavors, and Brand Guide.

PACKAGING DESIGN

Provided multiple options that could vary depending on goals and target audience.

BRAND GUIDELINES

Set guidelines to maintain brand consistency.

SKINNY
THE ORIGINAL SEED DIP
DIPS

SKINNY DIPS





skinny dips





SKiNY DiPS





FLAVOR:
ORIGINAL SKINNY

01 // TOP CIRCLE LABEL



02 // FRONT RECTANGLE LABEL



03 // BACK RECTANGLE LABEL



04 // BAOTTOM CIRCLE LABEL



FLAVOR:
HOT & SKINNY

01 // TOP CIRCLE LABEL



02 // FRONT RECTANGLE LABEL



03 // BACK RECTANGLE LABEL



04 // BAOTTOM CIRCLE LABEL



FLAVOR:
SMOKIN' HOT & SKINNY

01 // TOP CIRCLE LABEL



02 // FRONT RECTANGLE LABEL



03 // BACK RECTANGLE LABEL



04 // BAOTTOM CIRCLE LABEL

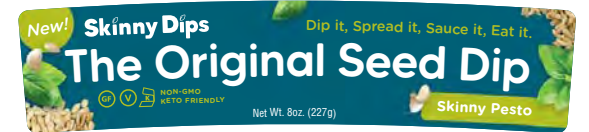


FLAVOR:
SKINNY PESTO

01 // TOP CIRCLE LABEL



02 // FRONT RECTANGLE LABEL



03 // BACK RECTANGLE LABEL



04 // BAOTTOM CIRCLE LABEL





G R O W N 4

GROWN4

is an innovative cannabis and hemp company that focuses on using science based research and community driven programs. With their own storefront location in Arizona, G4 was in need of its own brand packaging to sit on shelves next to other vendor products. Three options were provided to help the owner decide which of their various customer demographics they would focus their packaging toward.

MY ROLE

BRAND PROCESS

Worked through process with client, including mood boards, packaging options, identities for product and strain variations, and Brand Guide.

PACKAGING DESIGN

Provided 3 options for reaching various audiences.

WEBSITE DESIGN

Developed interactive, educational website.





BRAND OPTION 01 // YOUNG ADULT PROFESSIONAL MALE

This brand option was aimed for Grown4's main current audience, young adult males. Packaging was intended to feel strong, athletic, but clean, minimal, and elevated. Product lines were named based on the feeling and effect they provide. The owner had a strong interest in space, which was incorporated in the naming of each strain. Examples shown here include Cassiaopia, Tucana, Orion, and Aquila, all different constellations. Lift Off packaging is made of a holographic material, and is the only product of the four that provides a feeling of elevation.





SEE THE
SPLIT SCREEN
SCROLL EFFECT!
grown4.com
↑



WEBSITE DESIGN

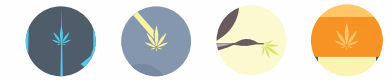
This was the final chosen brand, which is based on a combination of Brand 01 and 02. Following the Branding Process, we moved on to designing the website, which needed to explain what each product line provides the customer. My process in designing the website was to first choose a WordPress template that already accomplished what I wanted – for the web page to split in half in opposite directions when scrolling down. This way I can design each page and provide all the assets to the website coder, who can develop the functional aspect of the website with the fewest issues.



BRAND OPTION 02 // ACCESSIBLE FOR OLDER AUDIENCES AND GENDER NEUTRAL

Although Grown4's main audience are young adult males, the owner explained that often times their product helps their customers so much, that they recommend their product to their grandparents, friends, and other family members who are also struggling with anxiety, physical pain, trouble sleeping, social anxiety, etc. This then extends their audience to also include women and a much wider age range. The owner wanted to explore what packaging might look like to not alienate this larger audience, and so a softer approach with a gender and generationally neutral look was needed.

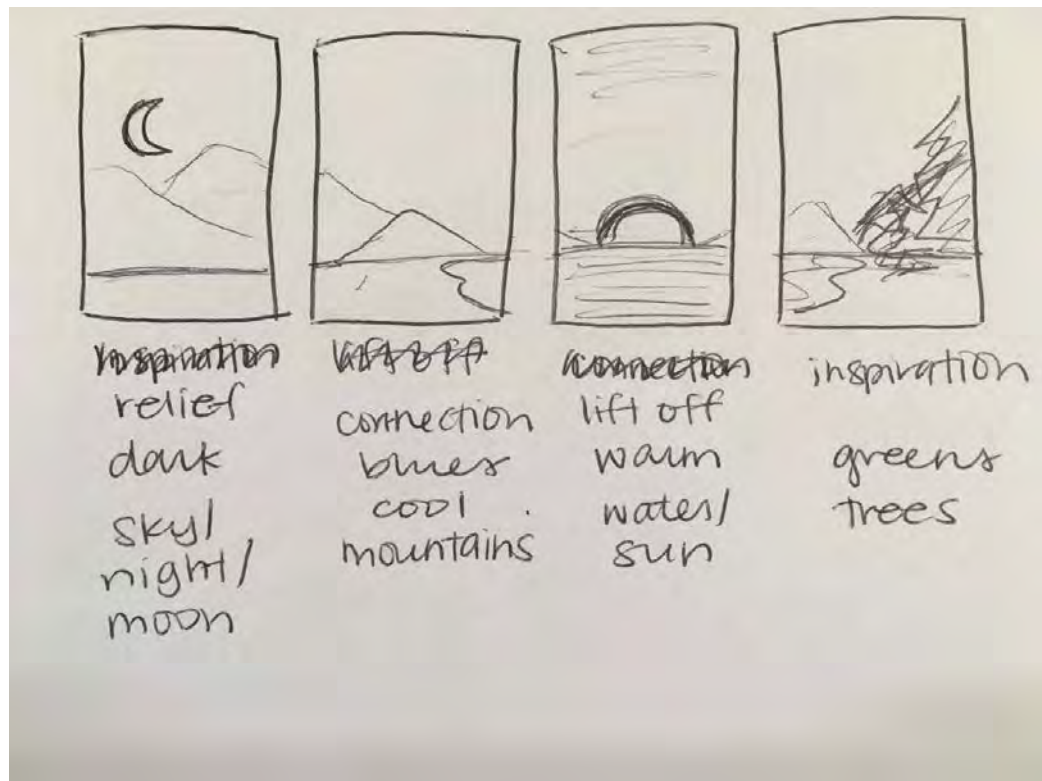
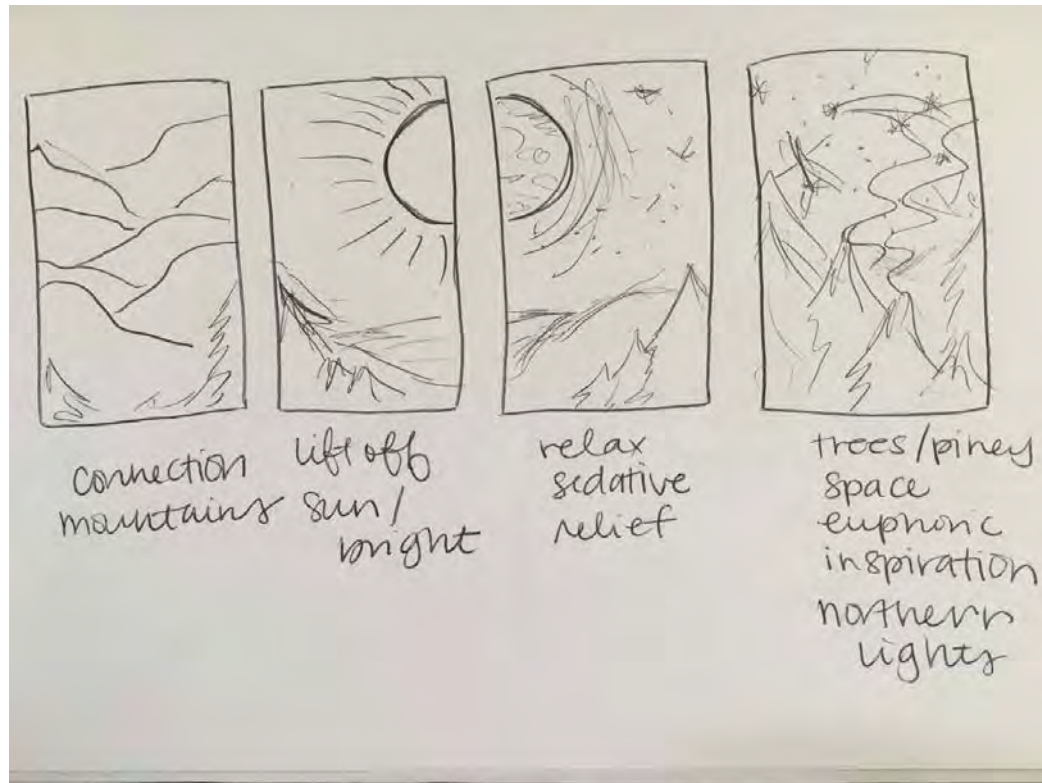
Find the hidden symbols!



CUSTOM ILLUSTRATED NATURE SCENE

For this brand option, I came up with the concept of having all four packages create a nature scene when lined up next to each other on the shelf. The scene goes from night to day time, a visual metaphor for the feeling and effect each product line provides. During this process, I provided the art direction to an illustrator intern using sketches and inspiration boards. I then took his file and reworked the vector art to be suitable for packaging, and then applied each product line's color palette.

ORIGINAL CONCEPT SKETCHES



ALTERNATE OPTIONS

Top – Provided alternative ways of adding product info and logo placement.

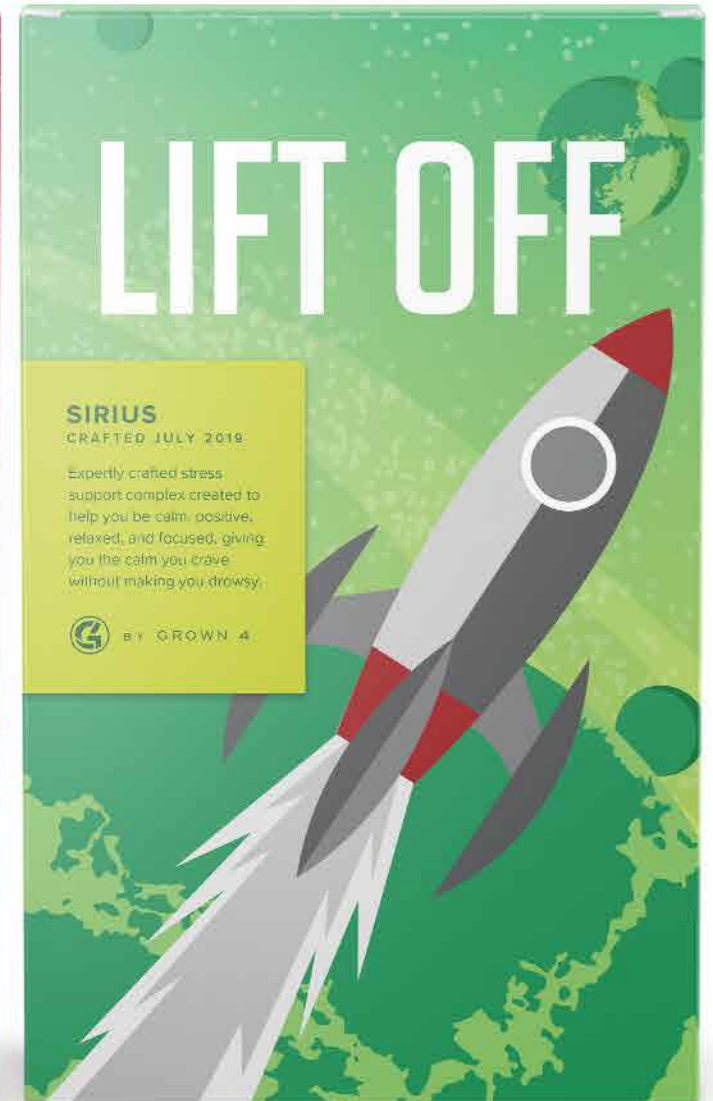
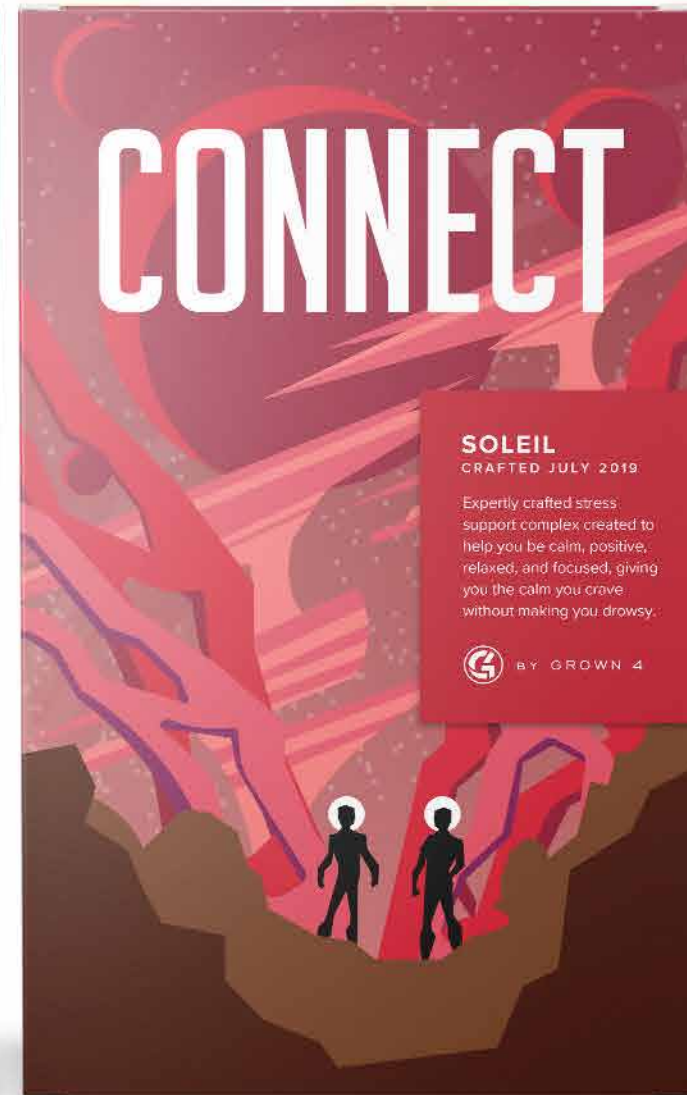
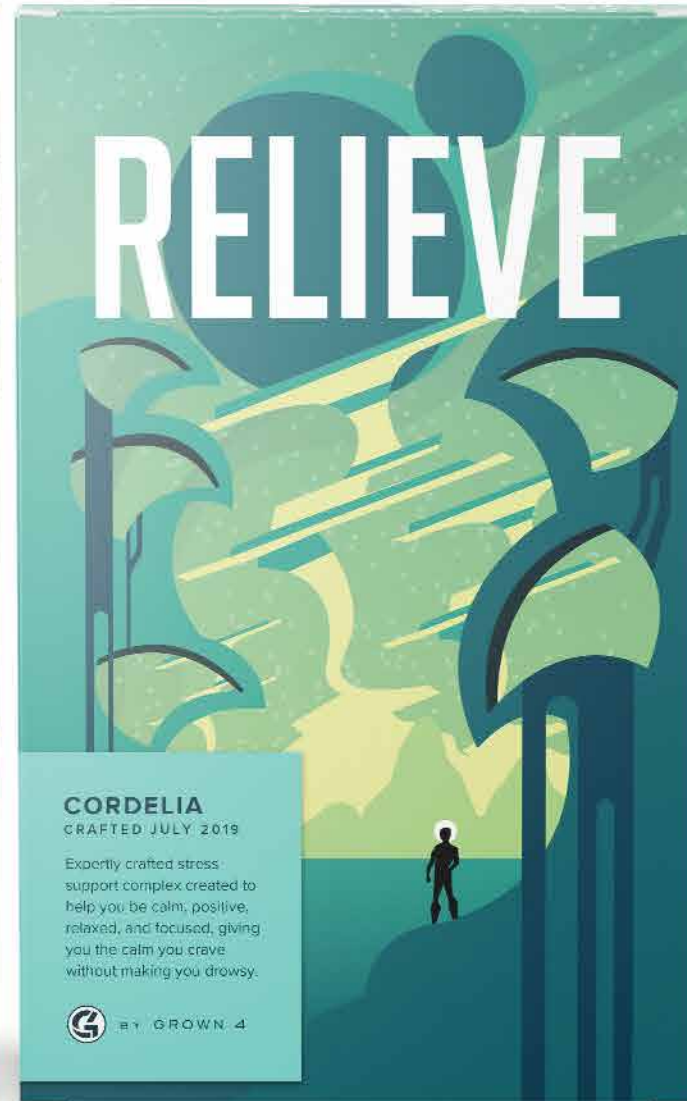
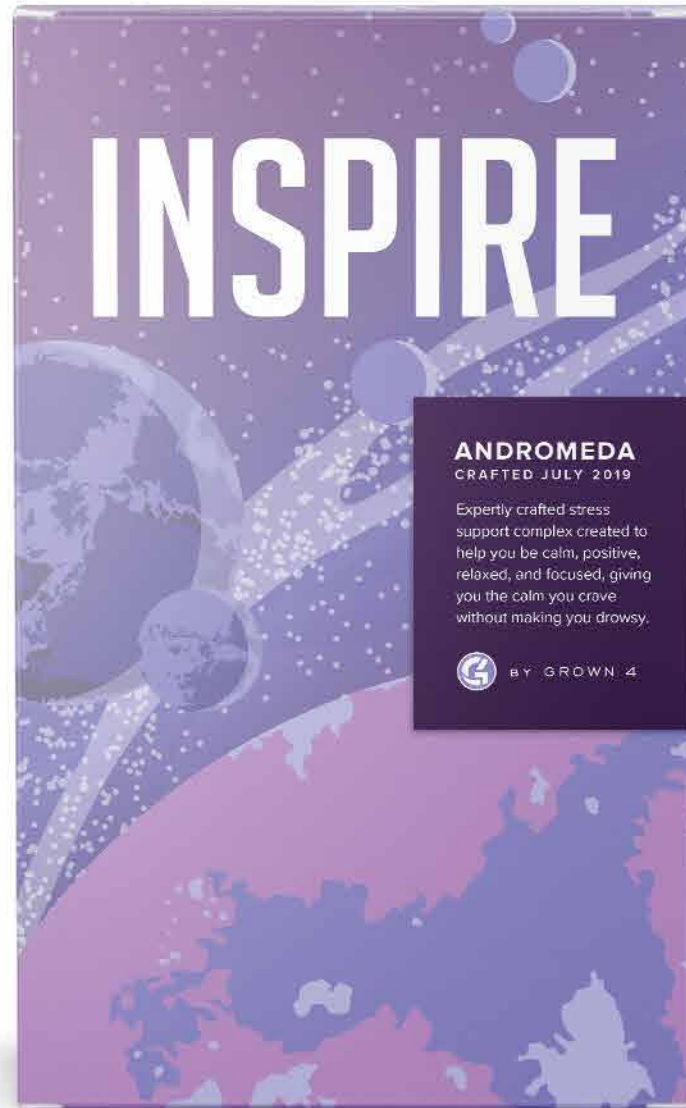
Bottom – Provided same design in a higher saturated color palette.





BRAND OPTION 03 // YOUNG ADULT MALE SPACE THEMED

The owner of G4 has a love for all things space, and provided vintage space movie posters as inspiration. Similar to Brand 02, I provided art direction to the illustrator intern in the form of individual concepts (planet with multiple moons for Inspire, alien ocean for Relieve, two astronauts for Connect, and rocket for Lift Off), provided him with sketches for composition, assigned the limited color palette, and then reworked the vector pieces to be more suitable for packaging layouts.



THANK

YOU