

Katie Lang

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PROFESSIONAL SUMMARY

Creative director and designer specializing in brand identity, campaign concepting, and social-first content. I bring 10+ years of design experience translating brand positioning and consumer psychology into visually compelling, platform-native creative — from brand strategy and content systems to scalable creative frameworks. Comfortable moving fluidly between conceptual thinking and hands-on execution, with deep fluency in AI-assisted creative workflows.

EDUCATION

LIM College - Fashion Media Studies

Lamar Institute of Technology - Associate of Applied Science, Web Design & Computer Information Systems

JOB EXPERIENCE

STUDIO ZENITH - November 2025 - Present

Creative Director

Independent brand strategy consultancy — fashion, beauty, wellness, lifestyle

- Directed end-to-end visual brand and campaign concepting, from strategy to execution, maintaining brand consistency across all deliverables.
- Architected the consultancy's core methodology (the Maison Method), a five-phase framework for brand strategy and design, applied as the foundation for client engagement.
- Translated consumer psychology insights into conversion-ready creative, ready to build loyal, purchase-motivated audiences.
- Integrated AI-assisted creative workflows (Midjourney, Claude, Adobe Firefly, ChatGPT) into process, accelerating concept iteration while maintaining premium creative standards.
- Founded and wrote "[The Rogue Edit](#)," an industry-read Substack on brand psychology and consumer desire, reaching professionals at Condé Nast and e.l.f. Beauty alongside founders across the fashion space.
- Led full brand content strategy engagement for a founder-led client from concept through execution — developing the creative direction, shot list, mood board, and styling checklist for a brand photo shoot.

VOLUME ONE STUDIOS - December 2025 - March 2026

Creative Designer

Freelance — social content for viral DTC beauty and hair brands

- Designed weekly Instagram, TikTok, and email content for Forgotten Skincare during a period in which the brand achieved 2.5x revenue growth and doubled its Instagram following from 18K to 36K.
- Designed Instagram and TikTok content for Overnight Blowout as part of a creative team that scaled the brand's community from 27K to 134K followers.
- Produced platform-native social and email assets for multiple DTC brands concurrently, building fluency in audience-specific visual systems and content formats inside a fast-paced, agency-style workflow.

COTTON CARGO - March 2021 - May 2025

Graphic Designer

In-house production design — screen printing and embroidery

- Executed multiple print-ready artwork files daily using the full Adobe Creative Suite, maintaining zero production errors across vellum output and screen-burning workflow.
- Managed the complete art proof pipeline — client intake, design, revision cycles, and final output — developing the project management and cross-functional communication skills essential in agency environments.
- Sustained daily production deadlines across multiple (10-20) weekly concurrent projects in a high-volume environment, building the output discipline and execution speed required in integrated campaign workflows.

REVEUR VINTAGE - November 2020 - Present

Founder & Creative Director

Boutique vintage fashion brand — e-commerce, editorial, brand identity

- Concepted and executed editorial campaigns that positioned the brand as a premium, story-driven alternative to fast fashion — developing a distinct visual system maintained consistently across all organic and owned channels.
- Built and scaled a fashion brand from zero with full ownership of every creative touchpoint (visual identity, art direction, photography, copywriting, and e-commerce) achieving 60-90%+ profit margins across inventory through brand positioning and curation strategy that justified premium pricing on secondhand goods.
- Managed end-to-end creative production independently across all platforms and touchpoints, demonstrating the brief-to-delivery ownership and multi-channel consistency expected in integrated campaign environments.

RELEVANT SKILLS & EXPERIENCES

Software & Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Figma · Canva · CapCut · AI-Assisted Creative Workflows (Midjourney, Adobe Firefly, Claude, ChatGPT)

Creative & Strategic Capabilities: Brand Identity & Visual Systems · Brand Strategy & Consumer Psychology · Creative Direction · Art Direction · Campaign Development · Social Media Content Design · Photography & Art Direction for Photoshoots · UX/UI Design · Copywriting