Kat L. Selvarajan
Creative Graphic Design & Art Direction

katlsdesign@gmail.com
(203) 434–5562
katlsdesign.com
linkedin.com/in/katls

Creative Designer and Art Director with 10+ years of experience in the CPG space, delivering high-impact visual solutions across print, digital, packaging, and POS. Known for being fast, efficient, and dependable, I move quickly to solve problems and execute without sacrificing quality. Experience working on globally recognized brands including Jägermeister, Casamigos Tequila, and Teremana Tequila, with a proven ability to elevate brand identity and support sales growth while partnering closely with marketing, sales, and external teams and balancing creative ambition with corporate strategy, budgets, and timelines. Open to relocation.

PROFESSIONAL EXPERIENCE

Senior Design Manager
Opici Wines and Spirits | Glen Rock, NJ   01/2025–Present

- Led creative direction for 50+ premium and value wine and spirits brands, elevating brand consistency and overall design quality across channels.
- Transformed the design department by standardizing processes, integrating modern tools, and refining workflows to improve efficiency, collaboration, and output quality.
- Provided art direction and hands-on execution across print, packaging, and digital assets, ensuring cohesive and effective visual storytelling.
- Managed 40+ projects per month from concept through execution, delivering high-quality work under tight deadlines while partnering with marketing, sales, corporate teams, winery owners, and external vendors across the U.S., Europe, and South America to align creative strategy with business goals.
- Reorganized and streamlined asset management by implementing a structured file system, improving accessibility and workflow efficiency.

Senior Creative Design Manager
Mast-Jägermeister US Inc. | White Plains, NY   08/2015–10/2024

- Developed insight-driven concepts, content, and design across multiple channels for Jägermeister Liqueur and Teremana Tequila, contributing to campaigns from concept through execution and supporting sales growth.
- Provided art direction and led the creation of up to 600 assets annually, including marketing, advertising, POS collateral (print and digital), and photo/video content.
- Led the internal design team and managed 5+ external vendors, ensuring consistently high-quality deliverables that met brand and business standards.
- Ensured brand consistency, quality standards, and legal compliance across all creative outputs, delivering 100% on time with zero compliance issues.
- Worked closely with marketing, sales, commercial, and corporate teams to support 110+ sales and 60 corporate employees across all 50 states, enabling more cohesive national campaign execution.
- Managed and maintained 500+ brand assets, keeping files current and accessible for internal and external partners.

Graphic Designer
Sidney Frank Importing Co., Inc. | New Rochelle, NY   06/2011–08/2015

- Designed marketing, POS, and packaging materials for Casamigos Tequila, Monkey 47 Gin, Gekkeikan Sake, and Bärenjäger Honey Liqueur, improving retail visibility in competitive markets.
- Partnered with vendors, printers, and internal teams to deliver campaigns on time and within budget.
- Developed new product concepts and packaging redesigns, enhancing shelf appeal and brand recognition.

EDUCATION

Bachelor of Fine Arts in Graphic Design | University of Bridgeport | Bridgeport, CT

CREATIVE EXPERTISE

Art Direction • Graphic Design • Brand Identity • Integrated Campaigns • Print • Digital • Social • Packaging • POS & Retail • Photo Editing & Retouching • Video Editing • Motion Graphics • Typography • Layout • Color Theory • Digital Asset Management • Project Management • Generative AI (creative ideation, visual exploration, workflow acceleration)

TOOLS

Adobe Creative Suite • Adobe Photoshop • Adobe InDesign • Adobe Illustrator • Adobe Premiere Pro • Adobe After Effects • Adobe Lightroom • Adobe Acrobat Pro • Firefly • AI-Assisted Creative Tools (concepting & iteration) • Asana • Slack • Canva • PowerPoint • Word • Mac & PC systems