

# Kat L. Selvarajan

## Creative Graphic Design & Art Direction

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With over a decade of experience in integrated marketing campaigns across print, digital, photo, video, packaging, merchandise, and point of sale, I specialize in transforming concepts into clean, impactful visuals. Known for my strong work ethic and ability to consistently exceed expectations, I thrive in fast-paced environments, delivering high-quality results. I am now seeking a role that leverages my creative, technical, and organizational expertise to drive meaningful success. Open to relocation for the right opportunity.

### PROFESSIONAL EXPERIENCE

#### Senior Design Manager

Opici Wines and Spirits | Glen Rock, NJ

01/2025–Present

- Led creative direction for 50+ premium and value wines and spirits brands, including Giesen, Cesari, Carpineto, Dutch Barn Vodka and Meletti, elevating brand consistency and design quality.
- Overhauled and transformed the design department by standardizing processes, integrating current technologies, and enhancing workflows to improve efficiency, collaboration, and output quality.
- Provided art direction and hands-on execution for print, packaging, and digital assets, ensuring cohesive visual storytelling.
- Managed 40+ projects per month from concept to execution, delivering high-quality work under tight deadlines while collaborating with marketing, sales, corporate teams, winery owners, and external vendors across the US, Europe, and South America to align creative strategies with business goals.
- Reorganized and streamlined asset management, implementing a structured file system to improve workflow and accessibility.

#### Senior Creative Design Manager

Mast-Jägermeister US Inc. | White Plains, NY

08/2015–10/2024

- Developed compelling, insight-driven concepts, content, and designs across various mediums for Jägermeister Liqueur and Teremana Tequila, contributing to every phase of the creative process from conceptualization to execution, resulting in driving sales growth.
- Provided art direction and led the creation of up to 600 assets annually, including marketing, advertising, POS collateral (print and digital), and video/photo content.
- Oversaw the internal design team and managed 5+ external vendors, ensuring high-quality deliverables that exceeded expectations.
- Ensured brand consistency, quality standards, and legal compliance across all creative outputs while managing multiple projects simultaneously, delivering 100% on time and achieving all strategic goals with zero compliance issues.
- Collaborated with marketing, sales, commercial, and corporate teams to enhance overall strategy, supporting 110+ sales and 60 corporate employees across 50 states, leading to a more cohesive approach to national campaigns.
- Managed over 500 assets, maintaining updated files for easy access by internal and external teams.

#### Graphic Designer

Sidney Frank Importing Co., Inc. | New Rochelle, NY

06/2011–08/2015

- Contributed to the development of engaging design solutions for premium liquor brands, including Casamigos Tequila, Monkey 47 Gin, Gekkeikan Sake, American Harvest, and Bärenjäger Honey Liqueur.
- Collaborated closely with the in-house design team, printers, and vendors to produce marketing programs and point-of-sale materials that adhere to brand guidelines.
- Conceptualized and executed new product ideas and re-packaging initiatives for existing products, enhancing brand visibility.
- Prepared print-ready files and maintained an organized asset library for easy access and updates.
- Managed project timelines and the approval process to ensure timely delivery of all materials.

### EDUCATION

#### Bachelor of Fine Arts in Graphic Design

University of Bridgeport | Bridgeport, CT

### AREAS OF EXPERTISE

Creative Design & Direction, Branding & Identity, Marketing & Advertising, Integrated Campaigns, Print & Digital Production, Social Media Assets, Packaging, POS, Merchandise, Photo Editing & Retouching, Video Creation & Editing, Motion Graphics, Typography, Layout, Color Theory, Digital Asset Management, Project Management

### CORE SKILLS

Adobe Creative Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Adobe Acrobat Pro, Asana, Slack, Canva, Microsoft Office, PowerPoint, Word