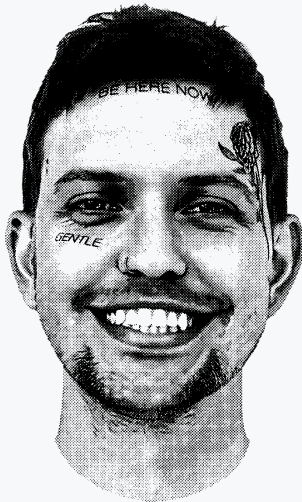


Slate Simmonds designs humane brands



Brand designer and creative strategist working where visual identity, positioning, and ethics meet. A decade of experience across in-house, agency, and consulting has shaped a firm belief: the work I create should serve people, not just shareholders.

Now building Cubicle™, an independent practice designing humane brand systems for organizations working across social impact, health, education, climate, and other people-first orgs.



[ EXPERIENCE ]

Independent Brand Designer and Strategist  
Cubicle™ from 09/2025 – Present

- Lead end-to-end brand engagements visual identity systems, strategy, digital design for mission-driven organizations and agency partners
- Fractional brand design and strategy work for non-profit organizations, including the Susan Wojcicki Foundation and Guide Dogs of America
- Partner directly with founders and creative teams as a fractional design leader, from strategy to brand system delivery and adoption

Art Director  
PrettyLitter from 09/2022 – 03/2026

- Led brand and design across digital, packaging, marketing, and integrated campaigns throughout a period of rapid growth and the completion of a \$1.4B acquisition by Mars Petcare
- Supported a full brand platform refresh across all consumer touchpoints
- Art directed campaign creative including email, web, social, TV, and OOH

Senior Graphic Designer  
PrettyLitter from 09/2020 – 09/2022

- Built functional brand systems, comprehensive guidelines, and scalable design systems adopted across every touchpoint
- Designed packaging systems that carried the refreshed brand to shelf, including retail displays for Target and Walmart launches
- Created and maintained UI/UX component libraries and atomic design systems in Figma powering all digital touchpoints

Digital Designer  
Campbell Ewald from 08/2019 – 07/2020

Freelance Brand Designer  
Independent from 05/2014 – 09/2025

- Partnered directly with early-stage startups on foundational brand design
- Operated fractionally within agencies including FINE and Another

[Portfolio ↗](#)  
[LinkedIn ↗](#)  
[Instagram ↗](#)  
[Cubicle™ ↗](#)

[ FOCUS ]

Visual Identity  
Strategic Positioning  
Naming and Architecture  
Digital Presence  
Creative Direction  
Integrated Campaigns  
Ethical Frameworks

[ SELECT CLIENTS ]

Ritual Vitamins  
Plume Clinic  
Garrett Leight  
Susan Wojcicki Foundation  
Kaiser Permanente  
YouTube  
American Cancer Society

[ EDUCATION ]

BFA Visual Communication  
Northern Arizona University

[ AVAILABILITY ]

Available for fractional creative leadership and design consulting