Catherine Erath

Creative Director
Los Angeles, CA

Contact

www.catherath.com

Building brands, systems, and creative momentum through strategy-led design.

Education

BS Advertising, Creative Direction

UNIVERSITY OF COLORADO
BOULDER, CO

Expertise

AREAS OF FOCUS

Brand systems & identity
Creative direction & critique
Digital product & platforms
Cross-functional collaboration
Creative operations & leadership

SOFTWARE

Figma
Adobe
Framer
Jitter

AI & EMERGING TOOLS

Concept development
Brand exploration
Visual direction
Workflow acceleration

Work Experience

Creative Director

BAUNFIRE / JUL 2023 - CURRENT

Translated abstract strategy and business goals into memorable design systems
Built and led a team of 6 creatives across 3 disciplines - strategy, design, & copy
Fostered a culture of excellence through mentorship and feedback loops
Increased agency profitability 8% by optimizing the project creative process
Partnered with sales to close 20+ new deals by articulating strategy and value

Design Director

RED ANTLER / MAR 2022 - MAR 2023

Collaborated across disciplines to help shape the next wave of digital launches
Brought a digital POV to brand identity creation and scalable design systems
Led multidisciplinary project teams from early strategic definition to launch
Built trust and partnerships while guiding clients through the creative process
Managed direct reports, department processes, and internal work shares

Design Director

AVEX / MAY 2021 - MAR 2022

Provided website and digital branding creative direction for high-profile clientele
Managed and mentored a team of junior and senior designers
Partnered with sales on new business pitches to articulate creative strengths
Managed agency branding, promoted best practices, and pushed innovation

Art Director

CORRA / DEC 2018 - MAY 2021

Oversaw web design projects from conception through final execution and QA
Led client design workshops to establish creative direction and digital strategy
Designed pixel-perfect website mockups for enterprise e-commerce clients
Assisted in onboarding clients, providing estimates, and creating project plans