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Slate Simmonds designs humane brands 🌱

Brand designer and creative strategist working at the intersection of visual identity, positioning, and ethics. A decade across in-house teams, agencies, and independent practice has shaped a firm belief: brand work should serve people, not just shareholders.

Now building Cubicle™, an independent practice creating humane brand systems for organizations advancing social impact, health, education, climate action, and other people-first missions.

Portfolio ↗
LinkedIn ↗
Instagram ↗
Cubicle™ ↗

[EXPERIENCE]

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

- Leads end-to-end engagements across brand positioning, visual identity, and design direction for mission-driven organizations and agency partners
- Expanded the brand system for the Susan Wojcicki Foundation, enabling research studies and distinct initiatives to live within one cohesive identity
- Guided naming and logomark development for a Guide Dogs of America brand refresh consolidating two well-loved organizations under one name

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 for email, web, social, TV, and OOH

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

- Built and refined a functional brand system, comprehensive guidelines, and scalable design system adopted across all consumer touchpoints
- 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 user experiences

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

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

- Partnered directly with founder-led startups on foundational brand design
- Operated fractionally within multiple agencies, including FINE and Another

[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