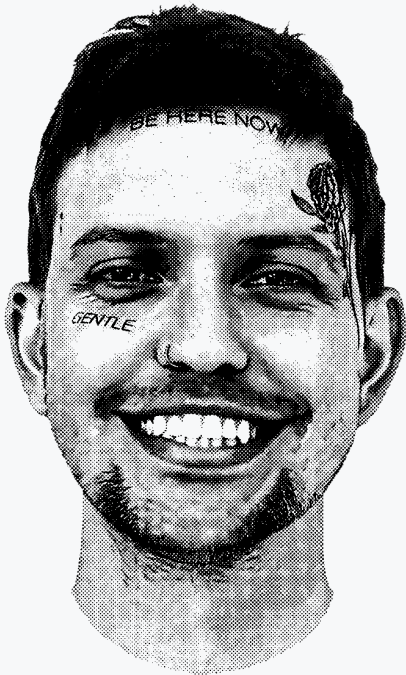


Slate Simmonds designs humane brands

Brand designer and creative strategist working where visual identity, positioning, and ethics meet. A decade across in-house, agency, and consulting shaped a simple belief: the work should serve people, not just business.

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



[EXPERIENCE]

Independent Brand Designer
Cubicle™ from 09/2025 – Present

- Lead end-to-end brand engagements [visual identity systems, strategy, digital design] for mission-driven organizations and agency partners
- Partner with Fifty & Fifty on nonprofit brand design and strategy work, including the Susan Wojcicki Foundation, Guide Dogs of America, and others
- Work directly with founders and creative directors as fractional design leadership, from strategy through brand system delivery

Art Director
PrettyLitter from 09/2022 – 03/2026

- Led brand and performance design across [digital, packaging, marketing, and integrated campaigns] through a period of rapid growth, culminating in a \$1.4B acquisition by Mars Petcare
- Supported a full brand platform refresh across all consumer touchpoints
- Art directed campaign creative spanning email, web, social, TV, and OOH

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

- Built [functional brand systems, comprehensive guidelines, and scalable design libraries] 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 – 09/20252

- Partnered directly with early-stage startups on foundational brand design
- Fractional roles within agencies like FINE and Another, among others

[FOCUS]

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

[SELECT CLIENTS]

Ritual Vitamins
Plume Clinic
Garrett Leight
Susan Wojcicki Foundation
Kaiser Permanente
YouTube
Guide Dogs of America

[EDUCATION]

BFA Visual Communication
Northern Arizona University – 2016

[AVAILABILITY]

Available for fractional creative leadership and design consulting