

# KARLY HAND

## *CREATIVE DIRECTOR \ ART DIRECTOR \ BRAND GODDESS*

Eleven years of expertise in award-winning visual, product and package design, branding, and integrated marketing for nationally distributed brands as seen in *Entrepreneur Magazine*, *The New York Times* and *The Wall Street Journal*. Seasoned television host and speaker at industry events, including South by Southwest Interactive (SXSW).

## *PROFESSIONAL EXPERIENCE*

### **Verb Hair Care Products**

Creative Director  
July 2010 – Present

Defined the brand image from its inception and continue to lead the creative vision for Verb, a nationally distributed hair care product line, sold in Urban Outfitters, Ulta, and 400 independent beauty salons.

Work closely with Product Development to define product characteristics, package design, and product Pantone colors, originally produced the initial set of 6 products in 6 months. Expanded the line to its current 10-product lineup. Currently developing co-branded "Urban Hair Powder" with Urban Outfitters.

Create and execute yearly marketing plan and product launch timeline for the brand. Develop all campaign concepts, including print and web collateral, advertising strategies, lookbooks, education manuals, PR campaigns, media kits, product displays, specialty products, product samples, and trade show displays.

Conceptualize and manage all creative aspects of video and photo production including model casting, photographer selection, location scouting, wardrobe, hair and makeup direction, and manage all post-production work.

Build and lead the creative team including fulfilling all hiring and staffing needs. Assign and manage team projects while simultaneously creating original work.

Forge key partnerships for distribution and advertising. Oversee Web site and e-commerce development.

## *CONTACT \ PORTFOLIO*

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karlyhand.com

## *AREAS OF EXPERTISE*

Brand Development  
Product & Package Design  
Integrated Marketing  
Web & Print Design  
PR, Advertising & Trade Shows  
Team Building & Budget Management

## *SKILLS*

Adobe CS6: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, and Acrobat. Graphics Tablets, editorial and layout design, UI & UX design, typography, color theory, trend forecasting, vector illustration, Wordpress, Mac and PC, HTML, CSS, Basecamp, Asana, MS Office, Powerpoint. Trade show display design, event production, product development, photo editing, photo and video production.

## *EXPERIENCE CONTINUED*

### **Birds Barbershop**

Art Director & Marketing Director

May 2007 – July 2010

Promoted to Creative Director of sister brand, Verb Products

Worked concurrently as both Art Director and Marketing Director for Birds Barbershop, growing the business from a single location into a nationally recognized Austin institution with five locations throughout the metro area, leading to a 1000% revenue increase.

Created the brand's visual identity for print, web, and digital use. Designed and executed creative marketing concepts, including a marketing campaign that landed coverage in The Wall Street Journal for its innovative approach. Managed the marketing budget and creative staff for the brand.

Collaborated with founder to design and execute the interior and exterior look and feel of retail locations. Coordinated and oversaw furniture and mural installations.

### **Freelance Art Director & Graphic Designer**

January 2002 – May 2007

Hired by Client, Birds Barbershop

Designed brand identities, promotional collateral, and web sites for local and national businesses. Gained 100% of business via word of mouth and developed long-term customer relationships lasting to present day.

## *ACHIEVEMENTS*

South By Southwest Interactive (SXSW) Panel Moderator:  
*Are PR Agencies a Dying Breed?* March 2009.

Produced two South By Southwest (SXSW) events featuring Lykke Li, N.A.S.A., Dizzee Rascal, Cut Off Your Hands, Say Hi, Mates of State's Jason Hammel, and more, 2008 and 2009.

Hosted DIY Television Network's *Stylicious* from 2005 - 2007; pitched segment ideas to producers. Developed concepts to completion.

Produced the Stitch Fashion Show and Craft Bazaar at the Austin Convention Center, growing attendance from 500 attendees to more than 10,000 in five years. Secured sponsorships from Etsy, Tom's Shoes, Buffalo Exchange, and Carlo Rossi, 2002 - 2007.

## *PRESS | AWARDS*

### **For work on Verb Products**

Featured in more than 50 mainstream media outlets, including *Details*, *Marie Claire*, *GQ*, *Nylon*, *The New York Times*, *US Weekly*, and *WWD*.

Addy Award: [verbproducts.com](http://verbproducts.com)

Pronounced "our favorite new beauty packaging" by Refinery29.

### **For work on Birds Barbershop:**

Featured on the cover of *Entrepreneur Magazine* as one of America's Most Trusted Brands.

Nationally recognized in *Elle Magazine* as "The Best Salon in Texas" five years running

## *REFERENCES*

Michael Portman, Co-Founder  
Verb Products & Birds Barbershop  
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Jayson Rapaport, Co-Founder  
Verb Products & Birds Barbershop  
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Design Crisis  
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## *EDUCATION*

University of New Mexico  
Bachelor of Fine Arts, Honors Graduate