



# KATHYJO VARCO

Brand Strategist / Graphic Designer

DESIGN FOR  
THE PRESENT  
FUTURE

## about me

I am the owner and Creative Director for Kathyjo Varco Design, a design shop specializing in brand identity, brand development and brand awareness.

## reach out

773-802-1673  
kvarco@comcast.net  
www.bigsoundmusic.com/kvdesign

## really good at

Illustrator  
Photoshop  
Dreamweaver  
InDesign  
Digital Performer  
Microsoft 365

## experience

2014 - Current

### Nita's Gumbo | Creative Director

- Brand strategy, identity through development execution
  - brand identity
  - menu
  - in-store promotions
  - web design and management
  - copy writing
  - direct mail
  - social media

2005 - Current

### Big Sound Music Inc. | Owner / Composer / Creative Director

- Brand strategy and identity through execution *development for Chicago-based music house*
  - web design and management
  - all media communications
  - video production
- Co-music composer and voice over artist for NV Talent, Chicago
  - check out IMDB for credits.

1997 - 2005

### UPSHOT | Sr. Art Director

- Concept development, strategy, execution for on /off premise campaigns: Sony, Absolut Vodka, Coca-Cola, Jim Beam and DeKyper
- Conceived, designed and executed internal and external communications: Disney Vacation Club *Beach Club Villas*
- Marketing strategy, concept development through implementation: Procter & Gamble, US and Canada

2011 - Current

### Entrenuity | Creative Director

- Brand foundation through execution for *Entrenuity* and core businesses *StartingUp Now, mox.E & Overflow Coffee*
  - strategy and production
  - website design / redesign
  - annual reports
  - social campaigns
  - instruction materials
  - copy writing
  - interior design

2008 - Current

### BrilliantPet | Creative Director

- Brand development for ScoopFree
  - packaging / in-box experience
  - social media communications
  - trade show elements
  - in-store displays
- Brand strategy and identity through development execution for BrilliantPad
  - social media ads
  - instructional videos
  - brand guidelines
  - packaging
  - retail POS

## schoolin'

University of Illinois, Champaign/Urbana  
BFA, Graphic Design

## interests

Music, Movies, Theater, Sports, Recycling and World Peace