



Email: patsfoster@gmail.com | Phone: 415-686-0626 | Website: patfosterdesign.com

Professional Summary

Creative and detail-oriented Graphic Designer with over 20 years of experience in delivering innovative design solutions across various industries. Proven expertise in branding, marketing, and product design, combined with strong project management and collaborative skills.

Professional Experience

Freelance Graphic Artist

06/2000 – Present

- Designed logos, packaging, and marketing assets for clients including Disney, Patagonia, Vans, Outside Lands maintaining strong brand consistency.
- Prepared production-ready files for award-winning board games and promotional campaigns, working closely with printers and creative teams.
- Created cohesive brand identities and marketing materials across multiple industries, including style guides and multi-platform assets.
- Managed client communication, timelines, and project tasks independently, delivering high-quality work on tight deadlines.

In-house Graphic Designer/Brand Manager

Vita Planning & Landscape Architecture

01/2022 – 10/2024

- Ensured all deliverables adhered to Vita branding standards.
- Curated and managed a large image library for marketing materials.
- Upgraded template library and created guidelines for package creation.
- Maintained the website and designed promotional materials for digital and print.
- Collaborated on design guidelines and project deliverables for clients globally.

Senior Production Designer

Taphandles LLC

07/2016 – 12/2020

- Developed detailed design specifications for production-ready products.
- Collaborated with project managers and industrial design teams to deliver custom marketing products.
- Created 2D and 3D designs for major brands and managed manufacturing communications.
- Conducted quality control to ensure accurate specifications for final deliverables.

Art Director / Shop Co-Manager

Proof Lab

10/2011 – 08/2015

- Created nationally recognized graphics and brand concepts for products.
- Managed private label apparel design, significantly contributing to revenue.
- Developed marketing and fundraising campaigns for community outreach initiatives.
- Oversaw store operations, staff management, and event coordination

Art Director / Sales Representative

Smoothill Skateboard Distributors

04/1998 – 08/2012

- Led e-commerce marketing efforts, rebranding, and website development increasing sales by 60-70%.
- Established and maintained relationships with over 800 domestic retail locations.
- Designed marketing materials to enhance corporate identity and sales strategies.

Founder / Owner

Uncle Punk Productions

05/2003 – 01/2007

- Created custom apparel and marketing materials for the music and action sports industries.
- Developed corporate identity and marketing strategies for a fictitious clothing line that became a successful venture.
- Managed production and established relationships with manufacturers and retailers.

Skills

- Graphic Design & Branding
- Art Direction/Brand Management
- Project Management
- Digital & Print Marketing
- Template Design & Image Curation
- Collaboration & Team Leadership
- Quality Control & Production Management

Education

Certified Graphic Designer

UC Berkeley