

KAT CHAMBERS • ART DIRECTOR

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PROFESSIONAL EXPERIENCE

mBIOTA, Los Angeles, CA January 2026 – present

Art Director

- Leading a comprehensive rebrand, overseeing creative strategy, visual identity, and execution across all touchpoints
- Building and developing a new sub-brand from the ground up, establishing brand architecture, design systems, and visual language
- Art directing on-set production and concepting campaigns to drive brand growth and awareness
- Executing graphic design across print, packaging, social, and web to ensure cohesion throughout the rebrand rollout

Freelance, Los Angeles, CA 2025

Art Director + Designer

- Contracted through a design agency specializing in email, developing digital campaigns and design systems for Combat Iron Apparel, Super Bonsai, and YoungLA

Toms Shoes (Freelance), Los Angeles, CA 2025

Senior Graphic Designer

- Developed and executed visual direction for email and social campaigns, translating brand strategy into cohesive, on-brand creative

Fabletics, Los Angeles, CA 2019 – 2024

Art Director, October 2022 – October 2024

Associate Art Director, October 2021 – October 2022

- Led and mentored a team of 9+ designers and freelancers, setting creative direction across all brand touchpoints
- Directed 360° marketing campaigns across social, web, email, and retail for Men's, Women's, and Scrubs
- Built and scaled the Fabletics Men visual system, later adopted across additional business lines
- Led homepage and PDP art direction, driving product storytelling and conversion
- Presented creative concepts to senior leadership, securing alignment and buy-in for key initiatives

Senior Graphic Designer, July 2020 – October 2021

- Led execution of multi-channel campaigns across digital, retail, and UX/UI, supporting editorial shoots and on-set art direction

Graphic Designer, September 2019 – July 2020

- Supported the launch of Fabletics Men and developed foundational brand visuals across high-volume campaign and marketing assets

Alo Yoga, Los Angeles, CA 2018 – 2019

Graphic Designer

- Developed and executed motion, digital, and print assets across marketing channels, contributing to Instagram Stories strategy for a 5M+ follower audience

YogaWorks, Los Angeles, CA 2016 – 2018

Senior Graphic Designer

- Led multi-brand creative and campaign rollout across 60+ studio locations, including photoshoots and production

Additional experience available at [linkedin.com/in/kat-chambers](https://www.linkedin.com/in/kat-chambers)

EDUCATION

FIDM, Los Angeles, CA 2013-2014

Associate of Arts Professional Designation, Design and Visual Communications

Marymount California University, Palos Verdes, CA 2011-2013

SKILLS

Skills: Brand Identity, Creative Strategy, Digital & Print Marketing, Concept Development, Web and Graphic Design
Tools & Software: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)