Kate Wilson

Brand designer. Wordmarks, packaging and design systems for food, healthcare and fintech. Nine years, Dallas.

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SELECTED WORK

2025

Ridgeback Coffee Roasters, wordmark and packaging system

Two grocery chains that had passed on the old packaging listed the new one.

- The old bag read as brown at shelf distance. The new system uses a flat wordmark, one strong field of colour per origin, and roast level set larger than the brand name.
- Four origins print from a single die, which is what made the range affordable to produce.
- Result: twelve stores added in the first quarter after relaunch.

2024

Cardinal Dental Group, identity and signage standards

One identity across six locations and six different municipal sign codes.

- Mark designed at two proportions, wide and stacked, because three buildings sat under hard limits on illuminated signage and letter height.
- Wrote a signage standard fabricators could quote from without calling me.
- Result: 22 percent below the first fabrication quote, and no permit rejections across six municipalities.

2023

Ledger, design system and handoff process

Four designers, nine engineers, eleven shades of the same blue in production.

- Eight spacing steps, one type scale, four semantic colours, and a rule that a new component needs two existing uses before it is built.
- Result: 41 components from 96 proposed, handoff from three days to half a day, still in use two years later.

EXPERIENCE AND EDUCATION

2021 to now

Independent brand designer, Dallas

Identity, packaging and design systems.

2018 to 2021

Senior Designer, Pitchfork Studio

Identity and packaging for consumer goods.

2016 to 2018

Designer, Halbrook Agency

Retail campaigns and print production.

2016

BFA Communication Design, University of North Texas

HOW I WORK

Constraints first	Shelf distance, sign codes, print budget, and the developer who has to build it.
Three routes, then one	Three directions shown once with the reasoning, then a decision.
Production ready	Files, a short standard, and fonts licensed correctly at the end of every project.