

# Katy Mawhood

## Multidisciplinary designer

I unlock the potential of influential ideas and unique brands through design. By striking a balance between active listening, analysis and aesthetic flair, I create elegant solutions that satisfy client needs and constraints. Skilled in typeface design, I can fine-tune wordmarks, monograms, icons and vector graphics as memorable, highly polished designs.

## Experience

### Squarepeg Co. / Founder & Designer 2011–present

Clients include: Google Fonts, University of Virginia, Stephen Spender Trust, Public Health England, NESTA, Numerical Algorithms Group, Modern Poetry in Translation, Riverford Foods, St. Bride Library and many more.

- Working across print and digital production incl. branding, UX, UI, web, app, typeface, advertising, wayfinding, editorial and information design.
- Ideating projects in conjunction with external stakeholders, production teams and talent, advocating for customer needs and data-driven results.
- Conceptualising creative ideas, leading the end-to-end design workflow, to ensure processes run smoothly, stay on-budget, and that finished work meets stakeholder expectations.

### Oxford University Press / Senior Designer 2015–2018

Acting as Fonts Specialist to manage costs, risks and complexity of fonts assets for 4 locations in the Global Academic division: New York, Oxford, Toronto and Delhi with 1,800 in-house stakeholders as well as third party supplier management.

- Developed and presented fonts training curriculum, mandatory for editorial, production, and design staff. Over 75% approval rating.
- Implemented fonts license adherence mechanism that successfully assured 100% compliance in third-party typesetting.
- Supported editorial content needs with expert knowledge of multilingual, ancient language and scientific type requirements

### Doha Film Institute / Senior Designer 2014–2015

Contracted to rollout design of bilingual (Arabic-English) festival events in the Middle-East across advertising, wayfinding, venue branding and editorial.

**Edenspiekermann**, Intern, 2013

**Stoke Ripley Creative**, Junior Designer, 2009–2012

**CfBT Education Trust**, Training Coordinator, 2008–2009

**Mercia International Aromatics**, Customer Services, 2008

**RG Carter**, Contracts Administrator, 2006–2007

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## Education

### PD UX Design

Glasgow Caledonian University  
2020–

### MA Typeface Design

University of Reading  
Distinction, 2012–2014

### BA Graphic Communication

University of Reading  
First Class, 2009–2012

## Community

### D&AD New Blood Awards / Judge

On behalf of HMCT x Google, 2020

### Alphabettes Mentorship Program / Team member

2019–

### World Wide Web Consortium (W3C) / Invited Expert

Internationalisation (i18n)  
Working Group, 2018–

## Technical skills

Adobe InDesign, Photoshop, Illustrator, XD, MS Office, Figma, Sketch, Glyphs, Wordpress, Mailchimp, GitHub, experienced in code for web front/back-end.