

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, The Economist Group, Stephen Spender Trust, NESTA, Public Health England, 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.