

# Ciara Pickering-Foote

Founder & Creative Director, *Smug Pug Ink*

**Multi-Media Designer • Illustrator • Creative Superhero**

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## ABOUT ME

Hi, I'm Ciara — the creative superhero behind Smug Pug Ink, where illustration meets strategy and glitter meets grit. With a BFA in Graphic Design and an MFA in Media Design, I blend artistry and marketing savvy to create bold, story-driven visuals that make brands unforgettable. From city campaigns to indie product lines, I specialize in turning big ideas into cohesive visual worlds — through branding, illustration, motion graphics, and marketing design. Whether it's a cheeky pug calendar, a community rebrand, or a neon-punk product line, I believe good design should make people feel something (preferably joy).

## CREATIVE SKILLS

- **Brand Design & Strategy** – Identity systems, visual guidelines, creative direction
- **Illustration & Surface Design** – Digital art, Procreate, print-on-demand products
- **Motion Graphics & Video** – Storyboarding, editing, animation (Final Cut Pro, After Effects)
- **Marketing & Content Creation** – Campaign design, social media strategy, copy integration
- **Digital Tools** – Adobe Creative Cloud, Canva, Figma, Wix, Printful, Google Workspace, Mac OS

## PROFESSIONAL EXPERIENCE

### Founder + Creative Director | Smug Pug Ink — 2018–Present

- Built a full-service creative brand studio offering illustrated goods and design services.
- Developed seasonal product collections, licensed surface patterns, and community partnerships.
- Created visual brand systems, campaigns, and collateral for local clients and city agencies.
- Managed production, marketing, and e-commerce (Wix + Printful + Etsy).

### Multimedia Brand Graphic Designer | Bundle — 2023–2025

- Designed a comprehensive visual rebrand for a learning & development startup.
- Produced video ads, templates, and brand collateral across digital and print.
- Established scalable brand systems and marketing toolkits.

### City of Seattle | Department of Transportation, DEEL, & SDCI — 2018–2023

- Led design for public health and safety campaigns including the 'Health Heroes' comic book and youth safety materials.
- Produced multilingual, accessible graphics for both print and digital channels.
- Supported motion graphics and city-wide communications projects.

### Editorial Producer | Zulily — 2016–2018

- Collaborated with art directors and stylists to produce editorial content for national campaigns.
- Oversaw creative timelines and asset management for product launches.

### Previous roles:

Amazon (Prime Video & Music), Media Inc. Publishing, DataSphere Technologies — roles spanning graphic design, catalog curation, and motion/video editing.

## EDUCATION

- MFA in Media Design (Branding & Marketing Focus) – Full Sail University
- BFA in Graphic Design – Western Carolina University