



BRANDING *the Bridge*

Kassandra Karabaich • Creative Strategist

[Resume](#)

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ARCHAEOLOGY
DESIGN STUDIO

KASSANDRA KARABAICH

ARCHAEOLOGY
DESIGN STUDIO

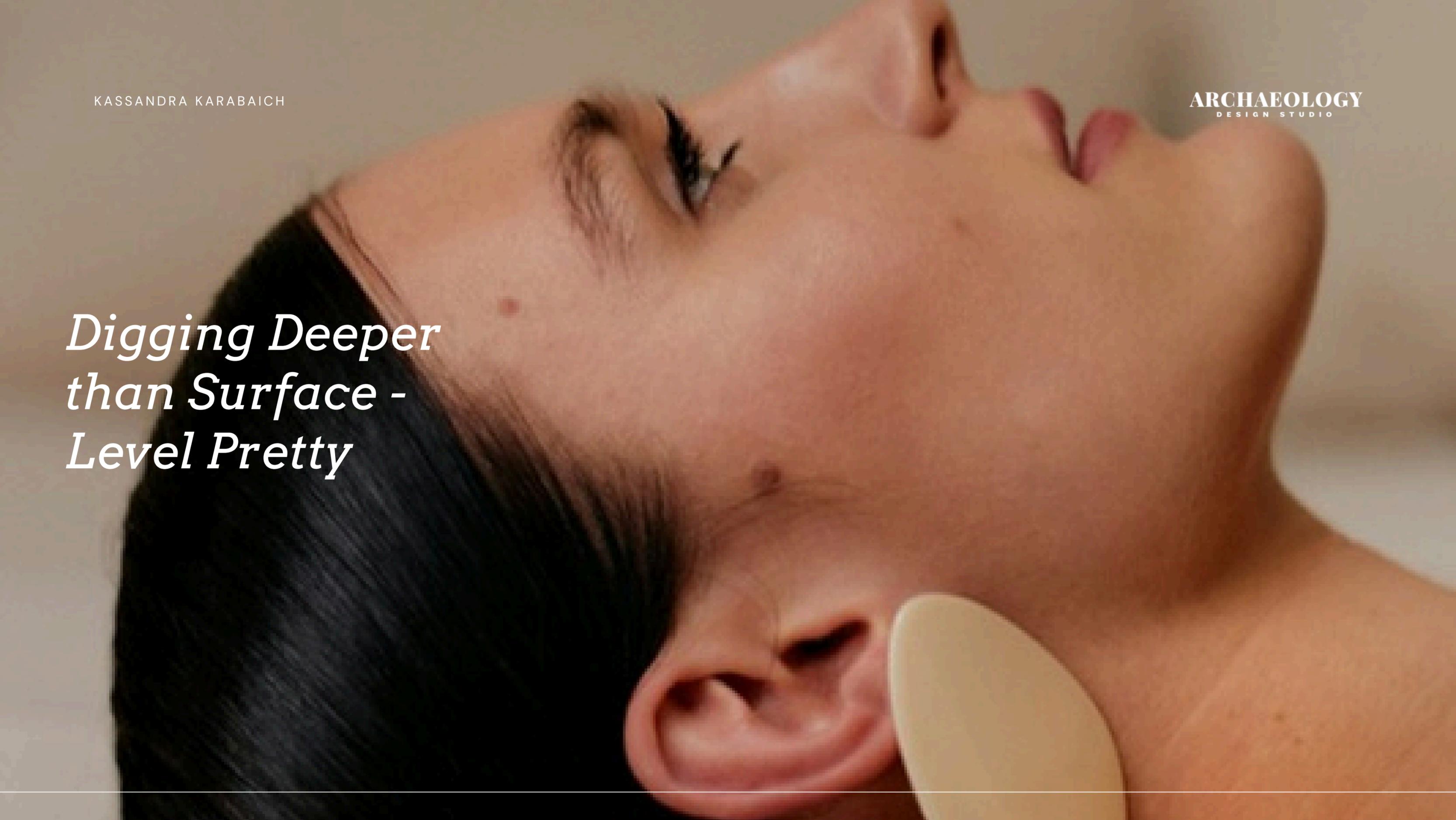
I'm Kass, a Creative Strategist Specializing in Aspirational Access Industries.



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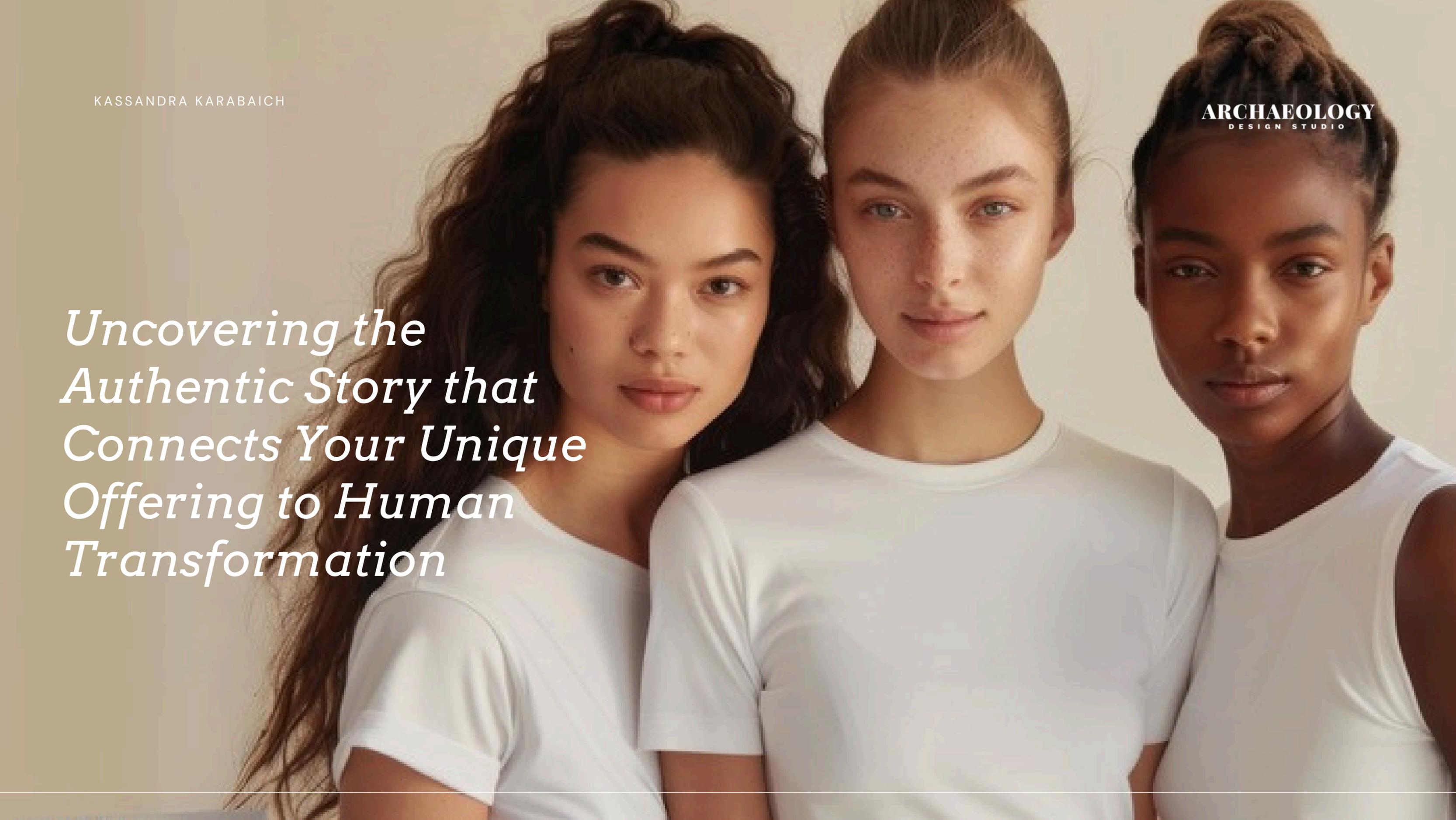
*Digging Deeper
than Surface -
Level Pretty*



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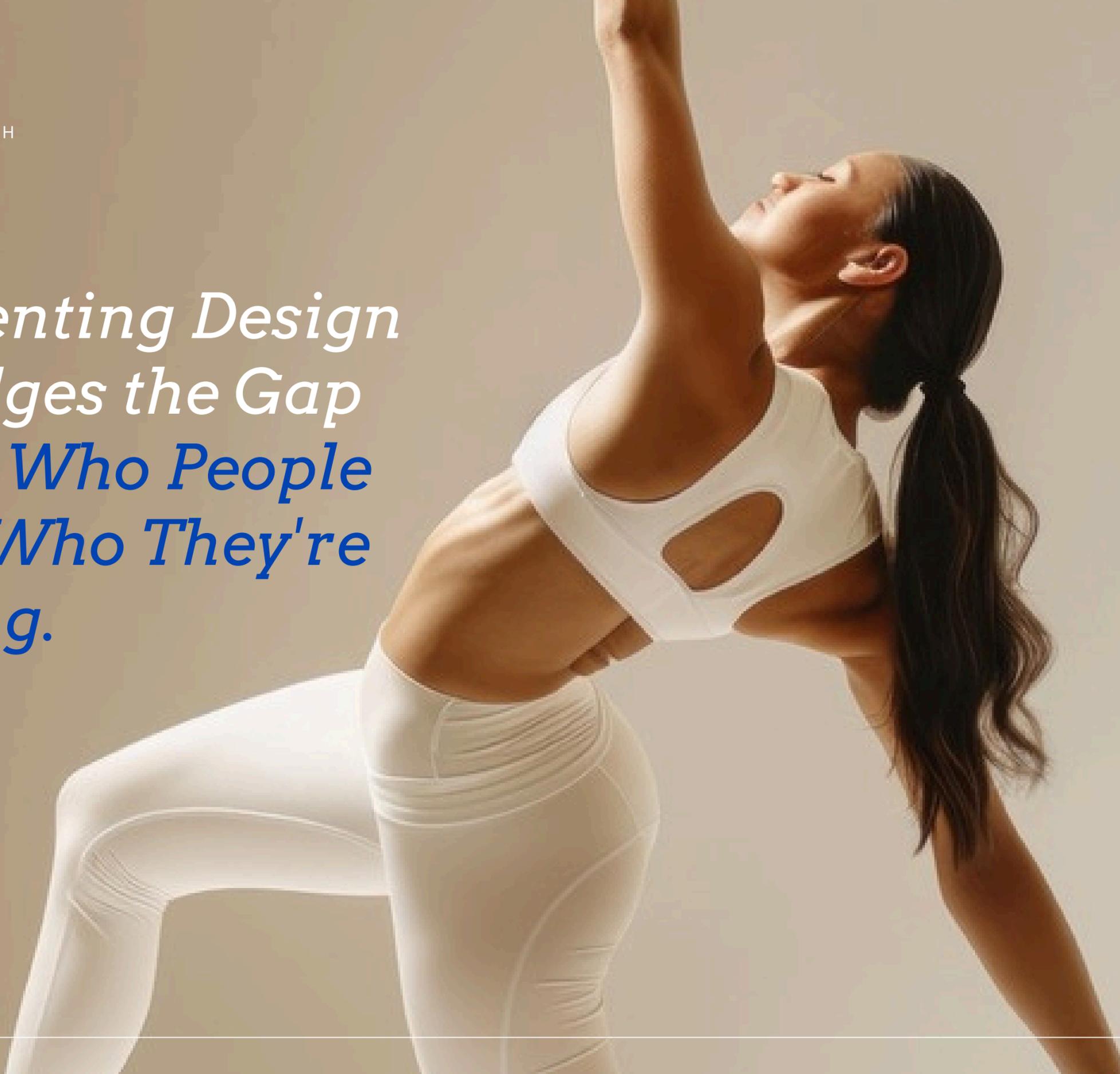
*Uncovering the
Authentic Story that
Connects Your Unique
Offering to Human
Transformation*



KASSANDRA KARABAICH

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*Implementing Design
that Bridges the Gap
Between **Who People
are and Who They're
Becoming.***



EXPERIENCE

2020 - 2025
Art Director
AnteAGE Skin
Irvine, CA

Developed 1,000+ assets while managing social media strategy and digital systems that automated workflows, saving 8+ hours weekly. Directed creative projects such as packaging rebrands, video /photo productions, tradeshow design, plus limited-edition launches and collections with integrated sales support. Working with executive leadership, I collaborated on 40+ campaigns aligned with revenue goals while leading a cross-functional creative team.

2019
Fractional Creative Director
Wellness Kliniek
Genk, Belgium
Barcelona, Spain

Creative directed a comprehensive rebranding initiative for a leading European cosmetic surgery company, developing cohesive brand identity across digital marketing, print materials, and patient amenities. Led design strategy for flagship clinic renovations in Barcelona and Genk, translating brand identity into physical spaces while conducting client experience audits to optimize patient journey and drive revenue growth.

2017 - Present
Founder & Creative Director
Archaeology Design Studio

- ✓ Beauty
- ✓ Pharma
- ✓ Fitness
- ✓ Wellness
- ✓ Arts Professionals
- ✓ Cultural Institutions

2017
MA , Courtauld Institute of Art
London, UK

Merit Honors
Modern Art, Architecture and Design

2015-2016
Arts Assistant
Aesthetics, Inc.
San Diego, CA

2012-2015
Graphic Designer
University of San Diego
San Diego, CA

[See My Traditional Resume](#)

The Why

Many of my earliest memories are at the Lancôme counter with my mother, watching her transformation through beauty. Years later, I witnessed how reversing hair loss restored her confidence after cancer, and how a fitness brand changed my brother's ability to work a desk job, both successes from brands I worked for early on.

These moments taught me contemporary marketing isn't just about producing something pretty, **it's about giving people the tools to improve their lives.**

I've spent 8 years building expertise in "aspirational access industries" – healthcare, beauty, and wellness brands that bridge sophisticated innovation with real change in everyday lives.



The How

The people who invest in transformation are instinctually ambitious and creative, subconsciously conceiving of their lives as stories in which they are the authors. This is Maslow's theory of self-actualization in action, and it's the psychological foundation that drives successful brand connection.

At Archaeology Design, I approach each project like an archaeological search, uncovering these deeper motivations through cultural context and visual analysis. **In this world, medical and hospitality brands have the same principles, and pharma and beauty brands relate endlessly together.**

Whether designing for medical teams, developing wellness brand identities, or translating complex science into accessible feelings, **I create solutions that speak to both conscious needs and subconscious aspirations – design that bridges the gap between who people are and who they're becoming.**



HIGHLIGHT REEL



WEBSITE
Online Portfolio



AnteAGE
**Apres-Ski
Holiday Campaign**



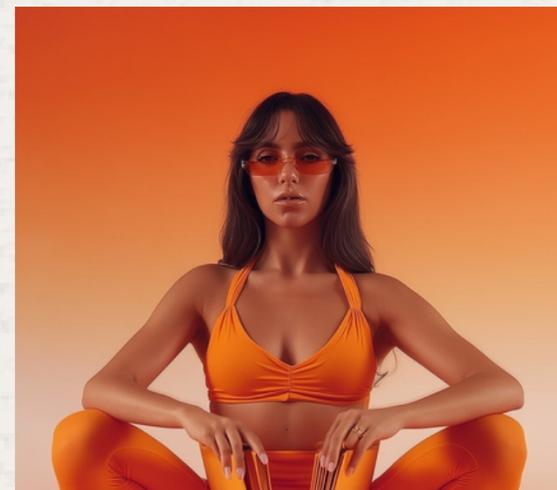
AnteAGE
**Exosome and
Biosome Launch**



AnteAGE
**Promotional
Events**



Orpello
**Italian-Inspired
Haircare**



ish Active
**Branded Fitness for
Your Aura**



Baggage Claim
**Arrive with
Your Wardrobe**



Wellness Kliniek
**Clinic Interior
Renovations**

What I Love

Creative Direction, Brand Strategy & Identity, Campaign Planning, Copywriting, Video and Photoshoot Direction, Packaging, Video Editing, Social Media Planning, Digital & Print Collateral



Teams Varying from Two - Five

Graphic Designers

Senior Designers

Photographers

Videographers

Social Media + Marketing Coordinators



A Full-time Creative Position Looking a Bit Like:

Brand Focused on Catalyzing Self-Transformation
Creative Leadership / Mentorship Opportunities
Cross-Functional Collaboration
Premium / Luxury Positioning
Expanding Market Reach
Brand Building beyond Performance Marketing
Diverse, Inclusive Team
Clear Career Progression Path
Consistent Implementation of New Trends
and Technology



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THANK YOU

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[Email Me: Let's Mix Up Your Creative!](#)

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