

Hi! My name's

# CATHERINE PAROLINE

and I'm a graphic designer from the University of Florida.

## EDUCATION

AUGUST 2020 — MAY 2024

### *Bachelor of Fine Arts in Graphic Design*

University of Florida

Vox Graphis, Alagarto Printmaking Club, Common Craft UF

## EXPERIENCE

OCTOBER 2022 — JANUARY 2024

### *The Agency at UF*

#### Art Department Manager

- Directed art department operations, optimizing productivity and efficiency through resource allocation.
- Aligned creative efforts with organizational strategies by collaborating with senior management to define goals.
- Facilitated communication between creative team, executives, and clients.

#### Art Director

- Led designers in developing innovative visual concepts to meet client goals and enhance brand identity.
- Oversaw the creative process from ideation to execution, ensuring consistency, quality, and adherence to timelines.
- Mentored junior designers, fostering a collaborative and supportive work environment conducive to creativity and growth.
- Presented design concepts to clients, incorporating feedback to achieve optimal outcomes.

#### Graphic Designer

- Developed creative concepts and executed designs for digital and print projects, including logos, ads, and social media assets.
- Utilized Adobe Creative Suite to ensure high-quality visual content meeting client objectives and brand guidelines.
- Collaborated cross-functionally to brainstorm ideas, provide design support, and ensure timely project delivery.
- Demonstrated keen attention to detail and aesthetic sensibility across design, layout, and typography.

JANUARY 2023 — MAY 2023

### *M.I.N.T. Studios*

#### Graphic/Web Designer

- Collaborated with a team of classmates to develop a comprehensive brand identity and build a website.

## SKILLS

- Figma — *expert*
- Illustrator — *expert*
- Photoshop — *intermediate*
- InDesign — *intermediate*
- PremierPro — *intermediate*
- Adobe XD — *intermediate*
- Wix — *intermediate*
- AfterEffects — *capable*

## RECOGNITION

FEBRUARY 2024

### *Ligature 33*

Juror— Raissa Pardini  
2 works featured  
ligature33.cargo.site

FEBRUARY 2024

### *SA+AH Juried Student Exhibition*

Juror— Jennifer Inacio  
3 works featured/ 51 works exhibited/  
163 works submitted

SUMMER 2023

### *The Agency at UF*

Extra Mile Award

## NOTABLE CLIENTS

### *Disney*

- Print ad design
- Art direction

### *Flintstone Vitamins*

- Social media design
- Art direction

### *Recommerce*

- Social media design

### *University of Florida*

- Web design
- Art direction

### *Iberogast*

- Internal deck design
- Art direction