

Caitlin Hathaway *Graphic Designer*

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2909A West Grace Street
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Skills Print Design, Website Design and Coding, Identity Design, Digital Photography

Experience **Freelance Designer** • Richmond, VA 2004–Present

Design web and print materials for national and local business clients. Create design comps and PowerPoints for presentation to prospective clients. Collaborate with developers to code websites that have appeared in numerous design galleries and blogs.

Graphic Designer • WorldStrides, Charlottesville, VA 03/2009–04/2010

Worked as part of an in-house marketing team creating HTML emails, mini-sites, sales brochures, newsletters, posters, signage, and other advertising materials. Other duties included frequent brainstorming sessions with marketing team, on-site photography, and communication with vendors. Designed campaign materials encouraging purchase of unsold program space that resulted in $\frac{3}{4}$ of a million dollars in increased revenue.

Multimedia Designer • CorpComm, Inc., Fredericksburg, VA 1/2006–7/2007

Designed web and print materials for both government and commercial business clients, including exhibits, identity, websites, and brochures. Served as lead editorial designer and advertising designer on a Northern Virginia lifestyle magazine. Lead redesign of government program that resulted in continued Congressional funding.

Graphic Artist • The Bedford Gazette, Bedford, PA 10/2004–12/2005

Designed advertising and special edition publications, communicated with printers and clients, scanned and corrected photos. Worked as part of a sales/design team that consistently met advertising quota.

Education **Bachelor of Arts, Graphic Design** • Edinboro University, Edinboro, PA 08/2000–05/2004

QPA: 3.6, Cum Laude
Honors Program, Presidential Scholarship, Dean's List, Graphic Design Club, Drawing & Painting Club

Software Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, Bridge, Acrobat), Microsoft Office (PowerPoint, Word, Outlook)

Commendations EMMA Award (2010) for design of WorldStrides China travel campaign materials; Davey Award (2007) for design of www.SummitCrossingVa.com