

caitlin kachmar

in ✉ DESIGNER & ARTIST

EDUCATION

Bachelor of Science in Industrial Design at Virginia Tech, Summa Cum Laude 2016

EXPERIENCE

Sole Proprietorship June 2014 – Present

ILLUSTRATOR & OPERATIONS MANAGER

- Engage with small-scale manufacturers for merchandise production.
- Manage business operations for an online storefront dealing with marketing/promotional materials, customer service, and stock control.
- Sell personal art and merchandise at small- to large-scale 1–4 day conventions across the country.

OffWhite, Co., New York, NY

May 2023 – Present

DESIGNER

- Design layouts for print collateral including marketing postcards, instruction manuals, etc. from manuscript to print production.
- Assist with brand refresh including an expansive multi-category packaging system, HR materials, presentation decks, flyers, and social media.
- Concept, wireframe, and build sites using Shopify and Figma for e-commerce and business sites.

7 Layer Studio, South Orange, NJ

April 2020 – February 2023

SENIOR DESIGNER

JULY 2021 – FEBRUARY 2023

DESIGNER

MAY 2020 – JULY 2021

- Design layouts for print collateral including marketing postcards, trade event booth displays, bi-annual journals, etc. from manuscript to print production.
- Concept, wireframe, and build sites using Squarespace and Semplice on Wordpress with HTML/CSS editing.
- Create social media systems for Instagram posts, stories, highlights, GIFs, and brand assets to hand-off to clients for use on platforms such as Canva and Adobe Express.
- Develop and maintain an onboarding package for all first-time clients to familiarize non-design industries with proper terminology and information to ensure clear communication for incoming projects.
- Provide art direction and support for branding and ongoing collateral projects.
- Delegate deliverables and oversee a junior designer's workload, providing guidance when needed.
- Manage assigned brands' meetings and client/vendor communication between July–November 2022.

7 Layer Studio, South Orange, NJ

November 2019 – April 2020

FREELANCE DESIGNER

McCann Echo, Mountain Lakes, NJ

August 2017 – February 2019

ASSOCIATE GRAPHIC DESIGNER

- Designed and produced layouts for visual communication materials across a variety of platforms such as traditional print, digital, and presentations.
- Worked closely with art directors to create finished pieces in accordance with job scopes.
- Created and reformatted PowerPoint decks for internal and client use based on departments' needs.

SKILLS

Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD & Figma
Keynote & Powerpoint

Digital

Squarespace
HTML/CSS
Adobe Express / Canva
GIF Creation / GIPHY
Illustration

Analog

Print Layout
Marketing Materials
Packaging Design
Environmental Design
Merchandising

RECOGNITION

GDUSA American Graphic Design Awards

2021 Branding Award Winner — Wagsy
2021 Store Design Award Winner — Good Bottle
2019 Branding & Identity — Good Bottle

NJ Ad Club Awards

2022 1st Place — Wagsy
2022 2nd Place — Good Bottle
2022 Award of Excellence — Shearer Cottage

EXHIBITIONS

Anime Expo

2017–2019, 2022–2023

Anime Boston

2019

San Japan

2019, 2023

Anime NYC

2018

INTERESTS

Illustration, Package Design, Product Manufacturing, Risograph Printing, Gaming, Cats 