

Catherine Vasquez

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Website:

<http://creativecatherine.com/>

Portfolio Work:

<https://dribbble.com/CreativeCatherine>

<https://www.behance.net/creativecatherine>

Objective

Seeking a web designer position where I can think creatively and use problem solving skills to come up with new concepts and designs.

Skills

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - Indesign
- Sketch
- Wordpress
- Page Builders
- HTML
- CSS
- Mailchimp
- Hubspot
- Instapage
- Lead Pages

Experience

CCRA Travel Commerce Network**Graphic Designer****Houston, TX (Telecommute)****November 2016 – Present**

- Work with marketing team to ensure the consistency of the CCRA brand
- Communicate with and portray major travel and hospitality brands across the globe such as hotels, cruise lines, airlines, car rental companies and tour operators
- Create graphics for the CCRA website on an ongoing basis
- Design product collateral, sales sheets, social media images, emails, infographics, trade show materials and ads

Different Perspective

Graphic Designer

Orlando, FL

November 2014 – August 2017

- Projects included logo design, branding, web design, social media design, print design and much more
- Attended client meetings to understand the business objectives and client requirements
- Lead in design projects from concept to completion
- Used creative thinking and innovative ideas to come up with new concepts and designs
- Experience working with a wide range of industries, such as technology, law, medical, food and beverage, non-profit, retail, and more
- **Clients of note:**
 - Orlando Philharmonic
 - Florida Hospital
 - The Coalition for the Homeless of Central Florida
 - Estee Martin

MMGY Global

Graphic Design Intern

Orlando, FL

May 2014 – August 2014

- I was able to turn uninteresting travel statistics into easy-to-understand and beautiful infographics for the Portrait of American Travelers® survey book. These infographics were published in a book called *Visual Storytelling: Infographic Design in News* in January 2016
- I freed up art directors time by taking smaller projects off of their hands so that they could devote their attention to more strategic initiatives. These projects consisted of posters, email designs, banner ads, etc.
- **Clients of note:**
 - Tenaya Lodge
 - Yosemite
 - Sequoia National Park
 - Niagara Falls
 - Monte Carlo Resort and Casino in Las Vegas

Hey Now! Media

Graphic Designer

Cleveland, OH (Telecommute)

November 2013 – March 2016

- Communicated with the Hey Now! Media team and prioritized design work
- Followed creative briefs and executed strategic design solutions for clients in a wide range of industries that were more relatable, and posed a better experience for the target customers of the clients
- My contributions included designing logos, brand identities, print marketing materials, email marketing designs, infographics, and website designs
- **Clients of note:**
 - TEDxClevelandStateUniversity

Education

Valencia College

Orlando, FL

A.S. Graphic Design Technology

August 2014