

Catherine Arnold

Art Director, Brand Manager, Creative Strategist

📞 919-417-8055

✉ catkarnold@colorpopping.com



I am passionate about great design. As a multi-disciplinary designer with an outstanding work ethic, I am dedicated to producing remarkable results. I am strategic at promoting brands through intelligent design solutions and providing clear direction. I'm a people person, a leader, and a dreamer with ambition.

skills

Senior Level Print Layout, Design and Production

Creative Strategy | Marketing

Logo Design | Branding

Signage, Event Space and Packaging Design

Typographer and Illustrator

Project Management

Wordpress and User Interface Design

Photography | Photo Direction

Video and Animation

Email Design

Interpersonal communication

Organizational skills

Leadership and Management

Quality Assurance

about me

Creative Thinker

Enthusiastic

Love for life

Honest and Genuine

Positive attitude

Self-starter

Efficient

Highly resourceful

social media and os



work experience

FEBRUARY 2014 – PRESENT — RALEIGH, NC

BUSINESS OWNER, CHIEF DESIGN OFFICER — COLOR POPPING

Senior art director, designer and photographer providing creative direction, brand management and design/marketing strategy. Driven to make my clients love their brand.

- **Logo design, branding and packaging for small and large companies.**
- **Magazine layout and design for both print and digital publications.**
- **Manage fast-paced, high volume workload for multiple clients.**
- **Corporate photography:** composing, shooting, and editing executive and employee head shots.
- **Create beautiful and functional designs** for marketing materials, signage, trade shows, packaging, print, social media and web.
- **Develop innovative, creative, and integrated visual experiences.**
- **Build and design responsive, cohesive, branded websites in Wordpress.**
- **Environmental design, video editing and animation.**
- **Design social media campaigns and proposals** for Eventbrite, Pinterest, LinkedIn, Facebook and Instagram for each specific industry.
- **Present design concepts and vision to clients** through strategic design briefs.
- **Research clients' competitors and target audiences.**

JULY 2014 – FEB 2015 — RALEIGH, NC

CONTRACT, PART-TIME GRAPHIC DESIGNER — FM:SYSTEMS

Designer at a global software company that provides multiple products for workplace management solutions. Designed and created infographics, collateral, icons, trade show signage and a new company website.

- **Art directed and crafted** a new company brand initiative.
- **Corporate photography** of executive and employee head shots.
- **Designed infographics, photography, icons and trade show signage** to build a new asset base for branding initiative.

OCTOBER 2007 – NOVEMBER 2013 — CARY, NC

GRAPHIC DESIGN MARKETING MANAGER — SAS INSTITUTE

Managed five designers and directed the development of company marketing campaigns and design programs. As a working manager, I designed multi-tier marketing projects for this multi-billion dollar, global analytics software company.

continued on next page ...

affiliations

2000–PRESENT

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA) — RALEIGH CHAPTER

training

SEPT 2017 – PRESENT

LYNDA.COM

OCT 2014

DIGITAL PHOTOGRAPHY –

Master Class – Raleigh, NC

FEB 2013

TYPOGRAPHY WORKSHOP

Typography: Fine Tuning and Finessing

– Ilene Strizver

JUNE 2012

Management Training and Situational Leadership Two

– SAS institute, Cary, NC

volunteer

FEB 2014–PRESENT

THE BEEHIVE COLLECTIVE

thebeehivecollective.org

JAN 2016–JAN 2017

DRESS FOR SUCCESS

trianglenc.dressforsuccess.org

Volunteer photographer and designer

FEB 2013–FEB 2014

WOMEN FOR SUCCESS

womenforsuccess.dfstriangle.org

Board Member

Co-chair Website committee

Volunteer photographer

education

AUG 1997 – DEC 2001

NC State University
College of Design

Double Major: BA in Graphic Design
and BA in Art and Design

Graduated cum laude in both degrees

work experience cont...

- **Designed, lead and organized large-scale, multi-million dollar exhibits and trade shows** geared towards C-level executives and B2B sales.
- **Designed and built 3-D mock-ups** of exhibit halls to showcase signage and environmental design to client.
- **Unified branding** for all aspects of exhibit design and swag materials.
- **Creative direction and execution.** Organized and lead writers, designers, developers, and video team and presented proposals/concepts to clients.
- **Increased SAS's ranking in 2009 from number 20 to number one**, for the Great Place to Work® award rankings for two years in a row.
- **Designed and created a global template** used by all country offices for the Great Place to Work® award submission. This effort awarded SAS the Best Place to work in the World.
- **Art direction** of photo-shoots, environmental design, print, web, and mobile.
- **Guided, mentored, and trained** all levels of creative talent. Set objectives, managed work-flow and salaries, provided performance reviews.
- **Saved the company a yearly average of \$250,000 on stock photography** by launching a photography initiative and a content management system.

SEP 2005–JUL 2007 — DURHAM, NC

SENIOR GRAPHIC DESIGNER — MOTRICITY

Principal graphic designer in the Marketing Communications group of a cutting-edge mobile start-up company. Mobile designer with a focus on user interface design for mobile apps.

- **Managed and supervised** contract and freelance graphic designers.
- **Design lead on deadline driven projects:** online ads, signage, video.
- **Promoted to the Usability Testing Group.** Constructed mobile designs for applications focused on user interface design for mobile apps.

JAN 2004 – APR 2005 — GREENVILLE, NC

GRAPHIC DESIGNER AND INTERIM ART DIRECTOR — EAST CAROLINA UNIVERSITY, PUBLICATIONS DEPARTMENT

Promoted university departments, programs, and special events through the branding and design of innovative promotional materials.

- **Selected to fill Interim Art Director position** in recognition of design expertise, the ability to manage projects, and deliver quality design pieces within stringent time constraints.
- **Awarded the Gold Case Scholars Merit Award and Bronze Marketing Award.**

software

EXPERT KNOWLEDGE:

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Acrobat Professional

Dreamweaver

After Effects

Edge Animate

Bridge

Lightroom

Bridge

Microsoft Office Suite

WordPress, Wix and HTML builders

Mac OS and Windows

Email Builders (like Mail Chimp)

WebEx/GoToMeeting/G-chat

Content Management Systems