

# Catherine Arnold

Art Director, Brand Manager, Creative Strategist

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I am a multi-disciplinary designer with an outstanding work ethic and am passionate about great design. Dedicated to producing remarkable results, I am strategic at promoting brands through intelligent design solutions and direction.

## 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  
Website Design

## about me

I'm a people person, a leader, and a dreamer with ambition.

- Creative Thinker
- Enthusiastic
- Love for life
- Honest and Genuine
- Positive attitude
- Self-starter
- Efficient
- Highly resourceful

hourly rate: \$70

## work experience

FEBRUARY 2014 – PRESENT — NORTH CAROLINA, THE TRIAD AND THE TRIANGLE  
**BUSINESS OWNER, CHIEF DESIGN OFFICER — COLOR POPPING**

Senior art director and creative strategist providing visual design and direction, brand management and marketing. Years of experience in photography, graphic design and project management allow me to lead the creative process from concept to completion, while assuring all client goals are met.

- **Logo design, branding, packaging and magazine layout.** Skilled in production of both print and digital publications.
- **Translate marketing and product objectives** into clear creative strategies and executable projects.
- **Guide the creation of style guides** and supporting assets.
- **Create beautiful and functional designs** for marketing materials, signage, trade shows, packaging, print, social media and web.
- **Elevate your brand identity** using design standards for scalability and growth.
- **Build and design responsive, cohesive, branded websites.**
- **Corporate photography:** composing, shooting, and editing executive and employee head shots and marketing photos.
- **Environmental and exhibit 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 design briefs.

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.**

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.

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## 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 2014–2020

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 continued

- **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