Jennifer Catalano

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Graphic Designer

Detail-oriented, versatile, and creative professional with extensive experience in utilizing strategic ideas and artistic talent to deliver high-impact marketing, print design, and digital media projects.

Skilled at creating designs and layouts based on knowledge of layout principles and aesthetic design concept. Instrumental in conceptualizing, designing, and executing print and advertising and marketing collateral campaigns. Demonstrated ability to learn and adapt new challenges. Adept at administering and maintained large-scale photography database of stock and gifted images. Proven expertise of designing and formulating marketing and corporate print collateral in accordance with branding standards. Well-versed in creating eye-catching content and digital strategy presentations. Visionary, strategic, and conceptual thinker able to generate new ideas and initiate change.

Areas of Expertise

- Collateral Design
- Project Management
- Cross-Functional Collaboration
- Adobe Creative Suite
- UX Designing
- Process Improvement
- Branding & Identity
- Visual Communications via PPT
- Database Management

Technical Proficiencies

InDesign | Illustrator | Photoshop | Acrobat | Microsoft Word | Microsoft PowerPoint | MediaBeacon DAM
SiteCore CMS | Adobe Campaign | Dreamweaver | Adobe XD | Adobe Premiere Pro | Figma | Quark XPress

Career Experience

Freelance Graphic Designer, Hubbell Heaters, Stratford, CT   **September 2022 - Present**

Design of print collateral, social media graphics, branding, PPT templates.

Freelance Graphic Designer, AASC, Worthington, OH   **March 2022 – September 2022**

American Association of Service Coordinators, Design of print collateral, email graphics, social media infographics, branding style guide, logo design, PPT templates.

Pre-Press, Graphic Image, Milford, CT   **February 2022 – September 2022**

Original print design and file prep for press. Knowledge of printing process including impositions and proofing.

Freelance Graphic Designer, AMIG, Amelia, OH   **October 2021 - Present**

American Modern Insurance Group, Inc., Supportive design work of new website redesign including image selection and formatting, new iconography design, image database management *(Adobe Experience Manager)* and page editing in Figma.

Graphic Artist, Tauck, Wilton, CT   **2004 – 2021**

Designed and created marketing and corporate print collateral in accordance with branding standards, such as brochures, flyers, travel trade ads, direct mail, and sales trade show display items. Delivered exceptional support to web production artist by updating website within Sitecore CMS and designing emails with adobe campaign. Designed and created presentation templates for sales and corporate use to expand unified branding into market. Oversaw and maintained large-scale photography database of stock and gifted images. Minimized budget for stock photography, as well as administered guest photo contest for 12 years. Coached and mentored new internees and staff in Media Beacon DAM management.

- Saved company $0.6M per year by prospecting direct mail campaigns for more than 10 years.
- Increased sales by managing and supervising sales and social media campaigns with brand photo selection, while delivered visual content for launch of new Tauck App.
- Created 200 Geo JSON maps for tauck.com to facilitate customer website navigations.
- Designed 22 brochures through collaboration of team within given deadlines by delivering top-notch services

Additional Experience

Visual Communications Network Designer at PricewaterhouseCoopers, Stamford, CT
Consultant Designer at MetLife, Westport, CT
Assistant Proposal Coordinator at Fine Host Corporation, Greenwich, CT

Education & Credentials

Google UX Design Professional Certificate | Coursera | *To be completed 2022*
Bachelor's in Fine Arts | University of Connecticut, Storrs, CT
User Experience Design Essentials - Adobe XD UI UX Design | Skillshare.com
Voice Over Professional Training Course | Such A Voice
Responsive HTML Email Course and Adobe Premiere Pro Introduction | American Graphics Institute, New York, NY