

CAROLINA CAICEDO

www.carolinacaicedo.com
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WHAT I BRING.

- 7+ years of extensive experience in digital and print design
- Big picture brand understanding
- Strategic thinking
- Superb communication skills
- Professional demeanor

WHO I AM.

- Team player
- Initiative-taker
- Creative problem solver
- Detail-oriented
- Accountable
- Honest
- Active listener
- Critical thinker
- Results-driven

*References Available Upon Request

EDUCATION

University of Louisville

May 2015

BFA, Communication Art & Design

WORK EXPERIENCE

Studio Science

October 2022-Present

Visual Communications Designer

Develop creative design solutions from conception to implementation including but not limited to internal collateral support such as presentation decks and ebooks, logo design, and event collateral for a variety of clients.

KERTIS

June 2021-October 2022

Louisville, KY

Graphic Designer → Senior Graphic Designer

Develop creative design solutions from conception to implementation for a variety of clients including but not limited to logo design, branding, campaign building, creation of collateral, as well as advertising materials. Manage department project production and interns.

Girl Scouts of Northeast Texas

March 2017-November 2020

Dallas, TX

Graphic Design Coordinator

Created original content to promote and enhance a consistent and creative brand image for the council. Worked directly with internal clients (departments) to meet their goals, and overall the goals of the organization. Responsibilities included but were not limited to event branding, art direction, product design, and apparel design, print and multimedia design.

Freelance Design

May 2015-Present

Work alongside a variety of clients to achieve their brand and design goals through various platforms. Includes but not limited to creation of collateral material for events (i.e. invitations, signage) print work, logo design, and website re-designs.

Peake Media

July 2015-July 2016

Louisville, KY

Graphic Designer

Designed departments, features, product and news pages for company publications, created in-house advertising for company publications, prepared issues for digital platform each month, create graphics used in video, website, and social media.

Peake Media

January 2015-June 2015

Louisville, KY

Creative Director Intern

Assisted creative director with magazine layout and production; design social media banners and graphics.

SPECIAL SKILLS

- Highly proficient in Adobe Creative Suite: InDesign, Photoshop, Illustrator
- Skilled in Procreate and Figma
- Proficient in Microsoft Office: Word, Power Point, Excel and GSuite
- Native Spanish Speaker