



718.704.4970
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catherinecallari.com

PASSIONATE GRAPHIC DESIGNER

Focusing on branding and advertising. Enthusiastic and organized with excellent time management skills.

EDUCATION

PRATT INSTITUTE BROOKLYN, NY

BFA Communication Design
May 2007
Presidential Merit-Based
Scholarship

SKILLS

PROFICIENT IN

Photoshop
Illustrator
InDesign
Power Point
Excel
Keynote

KNOWLEDGE OF

HTML/CSS
Dreamweaver
Final Cut Pro
After Effects

OTHER SKILLS

Sketching
Comping
Hand typography

EXPERIENCE

ELIZABETH ARDEN

GRAPHIC DESIGNER, JANUARY 2014 - PRESENT

- Design visually engaging marketing campaigns for new product launches
- Inspire retailer participation and consumer engagement through captivating in-store renderings
- Supervise the retouching of product and model photography
- Ensure clear and consistent messaging through the creation of brand guidelines
- Increase consumer interest through social media initiatives and promotions
- Produce a high volume of collateral, including print ads for publications and point of sale displays
- Ensuring collateral is produced efficiently for our global markets

NORMA KAMALI

GRAPHIC/WEB DESIGNER, JULY 2013 - DECEMBER 2013

- Managed three e-commerce sites by creating new product pages, updating inventory, adding blog posts and regularly creating new home page content
- Improved product presentation through image retouching and color correction
- Promoted consumer outreach through eblasts and weekly newsletters
- Enhanced social media presence while managing and creating graphics for various platforms

LORELLI ASSOCIATES ADVERTISING AGENCY

DESIGNER, MAY 2009 - JULY 2013

- Designed advertisements, outdoor signage, brochures, direct mailers, promotional items and other collateral
- Created digital marketing through websites, banner ads, eblasts and improved social media
- Prepared files for press and publications
- Maintained and archived the agency's work and photography

PRODUCTION ASSISTANT, MAY 2007 - MAY 2009

- Supported the Production Manager in the creation of printed material and installation of large scale displays and signage
- Interacted with vendors
- Created comps and prototypes

OUTSIDE THE BOX INTERACTIVE

DESIGNER, MAY 2006 - MAY 2007

- Designed websites and coded in HTML
- Prepared performance reports for client websites
- Photo retouching
- Assisted in the production of ads and other printed material
- Attended client meetings and assisted with project management

KAPLAN TEST PREP

INTERN, MAY 2005 - SEPTEMBER 2005

- Modified existing collateral
- Searched for stock photography
- Scanned and retouched images for the web
- Attended press checks