

Catalina O'Connor
+1(203)218-3016
catalinamoc@gmail.com
catalinaoc.com

Education **Parsons School of Design** **Studio Arts College International**
Class of 2020, BFA, Communication Design Spring 2019, Florence, Italy

- Achievements**
- New School Student Leadership: Legacy Award 2020
 - New School 2018 Emerging Leader Award
 - President and Founder of The Leadership Collection 2017-2020
 - Bumble: Hardest Working Team in the Country 2017
 - Graphic piece, How to Build an Artist, displayed in Gallery: Undercurrent Projects, March 2017
 - Ann McClure Hellman Art Scholarship Award, 2016

- Skills**
- Adobe Creative Suite
 - Google Drive
 - All Social Media Platforms
 - Microsoft Office

- Experience** **Creative Design Manager**
Landau Agency - Remote, Out of New York, NY October 2020 – Current
- Designs and oversees graphic social media content
 - Builds vision boards for clients to envision the future of their social media brand
 - Reinvents cover photos for all social media platforms
 - Leads a one hour graphic design crash course for clients learning to run their own accounts

- Digital Asset Manager**
GoGo SqueeZ - Sales Team, New York, NY January 2020 – June 2020
- Designs and refines sell sheets and presentations
 - Naming and QC'ing digital images implemented across both the external and internal platforms
 - Digitally publish company images to external partner used by retailers – Syndigo and internal DAM (Digital Asset Management) tool

- Graphic Design Intern**
GoGo SqueeZ - Design Team, New York, NY August 2019 – November 2019
- Creation of and updates to various collateral and other promotional materials/premiums
 - Brand adherence and internal communications
 - Assisted with visual content for Social media
 - Participated in the creation of packaging concepts
 - Creation of business cards and GoGo SqueeZ apple avatar characters
 - 3D mock up renderings of products using Photoshop
 - Organized files on the server
 - Preparation of PowerPoint slides and creative assets, such as logos and characters
 - Creation of various logos
 - Assisted with video production (shooting, editing, etc.), in-house photography and retouching

- Creative Design Intern**
Driplit - Design Team, New York, NY September 2018 - December 2018
- Designed pins, coupon cards and all icons for online Driplit coffee quiz
 - Designed illustrations, mood-boards and holiday posts/content for social media
 - Did type explorations and refined the companies web design and printed label designs

- Campus Director**
Bumble - Date, Meet, Network, New York, NY August 2017 - May 2018
- Hosting meetings, photo-shoots, promotional tabling, and networking events
 - Designing social media graphics, wallpaper, menus and backdrops for events and photo-shoots
 - Promoting the app on and off campus with flyers, chalking, and social media campaigns