



CAITLIN ORNER

Graphic Designer & Animator

EDUCATION

West Chester University of PA

Jan 2014 - May 2016

BFA in Graphic & Interactive Design

Lehigh Carbon Community College

Aug 2012 - Dec 2014

A.A in Graphic Design

SKILLS

Branding & logo design

Animation

Iconography

Typography

Photo and video editing

Email design and development

Packaging design

Publication design

Illustration

Production management

SOFTWARE

Proficient in

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

Adobe Dimension

Adobe XD

Sketch

Zeplin

Constant Contact & Mailchimp

Microsoft Suite

AWARDS

Gold Addy Award

Integrated Brand Identity
Campaign for Flameboyant • 2018

First Place for a Body of work in Graphic & Interactive Design

West Chester University of PA
BFA Senior Exhibition • 2016

PROFESSIONAL EXPERIENCE

DiD Agency | Senior Designer

Ambler, PA • July 2021 - Present

- Work on high level concepting and help to bring to life
- Own a complete rebrand including website, video, leave behinds, ads, packaging, email, social and more
- Design and maintain multiple websites and digital sales aids
- Collaborate daily with a team including my creative director, copywriter, brand strategist, account coordinators and project managers to ensure all client brand needs are being met
- Teach my print knowledge to new project managers and designers and helped to implement print standards throughout my vertical

Tag Strategies | Senior Designer

Philadelphia, PA • Feb 2020 - July 2021

- Play an instrumental role in the execution of cross-channel promotional campaigns, including direct mail, leave behinds, print and digital ads, custom email, TV, billboards and bus wraps
- Own and lead all production, including vendor management, timelines and client facing estimates
- Designed and currently maintain our company website while working closely with UX developers
- Mentor college design interns

Tag Strategies | Designer

Philadelphia, PA • May 2017 - Feb 2020

- Work closely with an art director and brand strategist to conceptualize and execute all client creative
- Executed a client brand refresh, including re-designs of corporate identity, marketing materials, iconography, custom emails, PowerPoint templates, social media assets and premium items
- Built extensive knowledge in print production, vendor management and assisted on press checks
- Archived, organized and maintained printed samples and digital assets such as photography, illustrations/icon and logo libraries

Smithworks Design and Communications | Designer

West Chester, PA • May 2016 - May 2017

- Developed designs that are on-strategy and reflect brand guidelines
- Assisted in client re-brands and brand rollouts including corporate identity, apparel, website, marketing materials, signage, vehicle wraps and environmental designs.
- Collaborated with photographers to co-direct a client's product photoshoot
- Produced storyboards and mockups of initial project concepts