



# Catherine Heller

## Brand Designer

she/her/hers

## Experience

### Freelance Designer

**Peloton®** New York, NY · *August 2023- Present*

- Works as a part of a larger creative team and assists with design efforts
- Follows a brand system and works to design a high volume of emails and other assets, including print signage, digital signage, social media content, digital advertisements, posters, and flyers
- Follows the brand guidelines to create assets as needed using Figma, Stencil, and Adobe Creative Cloud
- Communicates all progress with the PM and team throughout the process
- Works cross-functionally and collaboratively

### Freelance Brand Designer

**Catherine Heller** Brooklyn, NY · *November 2017 - present*

- Conceptualizes and produces final design assets
- Specializes in branding, email design, logo design, promotional design, social media content, digital & print collateral, digital & print advertisements, website design, and window & storefront design
- Previous collaborations include partnerships with Cabinet Health®, Verb® Products, In Good Spirits, The Heal Room, Oats & Goats Rescue, and Toran Harper Interiors

### Brand Designer

**Verb® Products** New York, NY · *August 2021- January 2023*

- Produced design across a variety of formats, platforms and environments
- Led the implementation and design of Verb® brand book design and principles
- Created key brand elements and illustrations for print and digital platforms to strengthen and differentiate Verb® brand from competitors
- Collaborated effectively with creative, marketing, digital, and sales teams
- Created design templates for print and digital to be used by other designers
- 360 print, identity, illustration design and digital design tying back to brand book

### Graphic Designer

**M.N.S Real Estate** Brooklyn, NY · *March 2019 - August 2021*

- Produced final design assets, pitched creative ideas, and conceptualized visuals
- Handled in-house graphic design needs and developed brand collateral for clients
- Designed desktop/mobile websites, e-blasts, advertisements, signage, fliers, infographics, social media content, brochures, icons, and logos
- Worked with and led freelance designers on specific projects

## Contact

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## Education

### Skidmore College

Saratoga Springs, NY

B.S. Degree, Honors in Studio Art

Minor in Arts Administration, 3.6 GPA

### SACI College of Art & Design

Florence, Italy

## Awards

### Synkroniciti Magazine

#### Cover Art Contest

Synkroniciti Magazine · *April 2021*

### Student Opportunity Fund

Skidmore College

### Departmental Honors

Skidmore College

## Skills

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe Lightroom
- Adobe XD
- Stensul
- Typography
- Branding
- mac OS & Windows