

CATHERINE VASQUEZ

DESIGNER

CONTACT

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WHO I AM

Creative Leader specializing in Graphic Designer specializing in branding, packaging, and digital advertising, and the relationship management behind successful partnerships. Experienced in developing visual identities, campaign assets, and packaging systems that are both strategically driven and creatively refined, with an emphasis on clarity, consistency, and impact across all touch-points. Attuned to the needs of businesses and the importance of connection, storytelling, and precision in delivery for messages that resonate.

SKILLS

- Brand identity design
- Packaging design systems
- Digital & social advertising
- Visual concept development
- Art direction
- Relationship management
- Creative strategy
- Campaign design
- Cross-platform consistency
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Time management

EDUCATION

🎓 TEXAS A&M UNIVERSITY

BS Visualization with a focus in
Interactive Design and Traditional
Graphic Design
Minor in Art & Architectural History

🎓 BLINN COMMUNITY COLLEGE

Associates in Arts

EXPERIENCE

🎯 SENIOR GRAPHIC DESIGNER | 2022 - PRESENT

CRAFTSMAN+

- Drove workflow efficiencies by collaborating across platforms to solve complex production challenges leading to a 2.2x increase in deliverables YOY. By Q3 2025 we had already matched the companies Q4 deliverables from 2024.
- Owned client communication and asset transfers while managing timelines and deliverables through a task management system to ensure consistent on-time execution.
- Led regular client syncs, presenting campaign strategy, creative rationale, and competitive insights; directed and delivered multiple creative pitches introducing new concepts and growth opportunities.
- Created design direction for Nike App Store, achieving goals for B2C Sale and shopping initiatives and App Store SEO.
- Translated client briefs into clear creative direction, aligning internal teams on expectations, feedback, and scope to deliver high-quality assets efficiently.
- Provided creative leadership across production by guiding intern, junior, mid-level, and senior designers, ensuring a high bar for static and motion design execution.
- Stepped in as a Design Lead on a key account, owning all static creative, partnering directly with the client, providing creative direction and overseeing execution for motion.

🎯 IN-HOUSE DESIGNER & MARKETING MANAGER | 2023 - 2024

GOLDSPOT BREWING CO.

- Partnered with the company owner to lead label design for upcoming beer releases and manage social media, ensuring cohesive brand representation across packaging and digital channels.
- Developed and implemented a unified SKU and label system that strengthened shelf recognition, improved product clarity, and elevated overall brand consistency for Goldspot beers.
- Supported the planning and organization of brewery events, collaborating with businesses in the community to ensure smooth execution and strong brand presence across event touch-points.

REFERENCES

- **RYAN ONDRIEZEK**
CREATIVE DIRECTOR
(203) 565-9389
ryanondriezek@gmail.com
- **BRAD PALMER**
PRODUCTION LEAD
+44 (0) 7716506518
palmer.bradley1@gmail.com
- **KELISSA HIEBER**
GOLDSPOT BREWING CO. OWNER
(513) 267-0801
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EXPERIENCE

- **GRAPHIC DESIGNER | 2021 - 2022**
MONIGLE
 - Collaborated cross-functionally with internal teams to help build and refine design systems, applying brand guidelines, visual consistency, and production best practices while contributing creative problem-solving.
 - Contributed to internal client kickoffs to analyze creative briefs, brainstorm concepts, and contribute ideas; executed approved concepts through full design development, including layout, typography, color, and visual systems.
 - Attended external client reviews, gathering feedback and translating insights into clear, actionable design refinements across static and digital deliverables.
 - Conducted in-depth competitor and industry research across multiple clients, synthesizing findings into visual references and strategic insights to strengthen creative pitches and concept development.
 - Developed a creative concept as the foundation for a client rebrand, supporting execution across key touch-points and contributing to a successful public launch.
- **GRAPHIC DESIGN INTERN | 2019 - 2020**
MOXIE SOZO & COMMON GOOD AGENCY
 - Designed packaging, branding, and marketing collateral for client rebrands and product launches, applying brand guidelines, typography, color theory, and layout fundamentals.
 - Conducted competitor, market, and brand research to inform design strategy, mood boards, and concept development.
 - Assisted senior designers with production tasks including design edits, image sourcing, asset organization, and preparation of files for print and digital use.
 - Pitched and executed the Kegs with Legs campaign for Common Good Agency, supporting the project from concept ideation through final production.
 - Created digital advertising assets for web and social platforms, collaborating with cross-functional teams to align creative execution with project goals and timelines.
 - Supported food and beverage branding initiatives at Moxie Sozo and contributed to local community entertainment campaigns, gaining experience across diverse client needs and creative deliverables.

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