

# CAROLINE PETTINATO

Graphic Designer • Animator • Innovator

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## WORK EXPERIENCE

### **Graphic Designer @ York & Chapel** / 2018 - Present

Graphic designer helping to develop and implement brand standards, design logos, typographic layouts, retouch photos and animations for clients. Working closely with our developers to ensure designs could be implemented to websites and email campaigns.

### **Associate Motion Graphics Designer @ ESPN** / 2016 - 2018

Lead on-air designer of SportsCenter AM and First Take, responsible for organizing and maintaining show folders and provided guidance to other designers. Designed show graphics as directed for all productions while working under tight deadlines. Provided creative support to art directors on long term projects such as logo designs, set designs and animations.

### **Sr. Creative Marketing Intern @ Stony Creek Brands** / 2014 - 2016

Creative department team member responsible for all stages of catalog production from conception to press and numerous other projects ranging from landing page creation, package inserts, website maintenance, SEO implementation and more. Interfaced with Marketing Department on social media, web and print campaigns.

### **Print and Web Design @ Freelance** / 2012 - 2017

Designed for a variety of clients, including Can Do Special Events, Innovize, Lilo and Karen Taylor Healthcare LLC, consulting brand identities, website and print designs.

## EDUCATION

### **Quinnipiac University**

Interactive Design, B.A.

Sociology Minor

## SOFTWARE

Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Acrobat, Sketch, InVision, Cinema 4D

## SKILLS

HTML/CSS, SEO, Google Analytics, Photo Editing, Responsive Design, Social Media, Photography, Identity Creation, Motion Graphics, Typography, Wireframing, Package Design, Color Theory

## RECOGNITIONS

### **AIGA's Get Out The Vote Feature**

Poster featured on an online gallery in a civic engagement initiative to motivate the American public to vote.

### **Albert Schweitzer Gallery Feature**

Two photographs featured in the Albert Schweitzer Beauty In Nature Gallery.

### **Quinnipiac's Visual Literacy Award**

Awarded for demonstration of excellence in applying aesthetic and technical approaches to the visual interpretation and production of information and creative works.

### **IDO Showcase First Place Recognition**

Placed 1<sup>st</sup> in the Interactive Design Organization's annual showcase for photo manipulations.

## INVOLVEMENT

### **Leadership Links**

Active, contributing member of mentorship series at ESPN.

### **SVA Cinema 4D & After Effects Integration Course**

Completed a course at the School of Visual Arts focused on 3D Animation.

### **Lambda Pi Eta Honor Society**

Academic fraternity member in the school of communications.

### **AIGA Connecticut Member**

Frequent participant in events and competitions organized by the Connecticut chapter of AIGA.

### **AIGA Connecticut Member**

Active, contributing member of Quinnipiac's Interactive Design Organization.