

CAITLIN WIERSMA

623.695.2377 | WHEREAMYDESIGN.COM

KEY QUALIFICATIONS

A creative, adaptive, and deadline sensitive Graphic Designer offering the following strengths

- Proficient in the creation and adaptation of visuals for use in advertisement
- Experienced in website mockup design, HTML, css, and Wordpress
- Pro-actively edits and realigns typography for use in targeted print and online designs
- Effectively works independently or collaboratively on time sensitive projects from start to completion

EXPERIENCE

Graphics Coordinator and Social Media Manager (NoSidebar.com)

May 2018 - Present

Creating graphics and visual content on the NoSidebar Facebook page.

Independently maintaining and managing the Wordpress website and social media, and ensuring all branding is consistent.

Analyzing web traffic both domestically and internationally to determine which advertising is best for growing the brand.

Prestige Beauty Advisor (Ulta Beauty)

Feb 2019 - Present

Setting out and maintaining displays and planograms, as well as detailing inconsistencies found in schematics.

Requesting reports on product sales, known theft and discussing visual changes to be made at the point of sale to increase profits.

Reviewing all product knowledge in order to provide guests with information on which items to purchase for their unique needs.

Freelance Graphic Designer

Jan 2019 - Present

Actively communicating with clients

Developing personalized designs and logos catered to each person's needs.

EDUCATION

FIDM / Fashion Institute of Design & Merchandising

Oct 2016 - Jun 2018

Los Angeles, California

Associate of Arts Degree Major:
Graphic Design

ADDITIONAL INFORMATION



Phi Theta Kappa (Honor Society) Secretary

Jan - Dec 2017

Generate emails to send to society.

Attend all meetings, volunteer events, socials and leadership meetings.

Organize events, including graduation ceremony and coordinate with fellow officers.

Harmony to Communities Co-Chairman

April 2012 - May 2016

Attend all meetings and fundraising events, emcee for events.

Perform at events such as senior homes and public schools.

(H2C is a nonprofit organization focused on improving the lives of Phoenix residents through music)