

Caitlin Wiersma

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WORK EXPERIENCE

Acumed/ExsoMed – Medical Device manufacturer specializing in orthopedic devices. *January 2022 – Present*

Graphic Designer

Aliso Viejo, CA

- Played an integral role as part of a small team that brought ExsoMed as a startup to a position where it was competitive enough to be acquired by Acumed, a much larger company.
- Develops brochures and flyers for print, mass email correspondence, t-shirt designs, and tradeshow materials.
- Designs and reviews regulatory documentation, including medical case studies, clinical evidence sheets, Value Analysis Committee (VAC) documents, and patient testimonials, ensuring compliance with industry standards and regulatory requirements.
- Assists with Website maintenance (specific pages), mass email design and development (Dreamweaver), WordPress plugins and Cornerstone.

NoSidebar – Minimalist Blog

March 2018 – January 2022

Graphic Designer

Peoria, AZ/Remote

- Created graphics and visual content on the NoSidebar Facebook page.
- Independently maintained and managed the WordPress website and social media, and ensured all branding is consistent.
- Analyzing web traffic both domestically and internationally to determine which advertising is best for growing the brand.

Clarins – Skincare and Cosmetics Company

March 2021 – January 2022

Skincare Sales Representative

Huntington Beach, CA

- Created engaging in-store events and promotions, enhancing customer experience and increasing brand loyalty.
- Maintained comprehensive knowledge of Clarins' product offerings and skincare trends, effectively educating clients.
- Cultivated strong client relationships through exceptional customer service, leading to a significant boost in positive customer feedback.

EDUCATION

Fashion Institute of Design and Merchandising

Graduated: June, 2018

Graphic Design

Los Angeles, CA

- Phi Theta Kappa: International College Honor Society

SKILLS, PROJECTS, & INTERESTS

Skills:

- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Adobe XD
- **Front End Web Development:** WordPress, HTML, CSS
- **3D CAD Software:** Keyshot, SolidWorks

Interests: Painting; Musical Performance; Beach Volleyball; Car Shows; Video Games

Personal Projects: The GigFather - An App For Musicians

- *Adobe XD (Prototyping and Layout)*
- *Figma (Prototyping and Layout)*
- *InDesign (Initial Layout and Design Mockups)*