



CATHERINE HELLER

BRAND DESIGNER · STUDIO ARTIST

she/her/hers

CONTACT

c. (203) 241-1169
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EDUCATION

SKIDMORE COLLEGE

Saratoga Springs, NY · 2013 - 2017
B.S. Degree, Honors in Studio Art,
minor in Arts Administration, 3.6 GPA

SACI COLLEGE OF ART & DESIGN

Florence, Italy · Spring 2016

AWARDS

SYNKRONICITI MAGAZINE COVER ART CONTEST

Synkroniciti Magazine · April 2021

STUDENT OPPORTUNITY FUND

Skidmore College · April 2017

DEPARTMENTAL HONORS

Skidmore College · May 2017

DEAN'S LIST

Skidmore College · 2013 - 2017



WWW.CATHERINEHELLER.COM

EXPERIENCE

BRAND DESIGNER

VERB® PRODUCTS New York, NY · August 2021 - January 2023

- Produced design across a variety of formats, platforms and environments
- 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 other members of the 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

FREELANCE GRAPHIC DESIGNER & ARTIST

Brooklyn, NY · November 2017 - present

- Conceptualizes and produces final designs
- Specializes in fine art, logo design, illustration, branding, promotional design, website design, photography, window & storefront design, and scenic design
- Clients include The Heal Room, Oats & Goats Rescue, Toran Harper Interiors, Drew Cole, Vanhan Jewelry, and The Shakespeare Opera Theatre

GRAPHIC DESIGNER

M.N.S REAL ESTATE Brooklyn, NY · March 2019 - August 2021

- Produced final design assets, pitches creative ideas, and conceptualizes visuals
- Handled in-house graphic design needs and developed brand collateral for company clients
- Designed desktop/mobile websites, e-blasts, advertisements, signage, fliers, infographics, social media content, brochures, icons, and logos

GRAPHIC DESIGNER AND MARKETING ASSOCIATE

ILIAD New York, NY · January 2018 - March 2019

- Photographed and edited all e-commerce
- Maintained website and inventory system
- Updated and designed web pages on WordPress platform
- Designed various print and web based media, including Mailchimp email campaigns, magazine advertisements, and social media content

SKILLS

- Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe After Effects
- Adobe Lightroom · Adobe Acrobat · Adobe X/D · UX/UI · Advertising design
- Typography · Branding · Design assets for digital · Design assets for print
- Photography · Photo editing · mac OS & Windows · Digital & traditional illustration



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RECENT PUBLICATIONS & VISUAL ART EXHIBITIONS

SOLIDARITY AND SAFE SPACES: AN EXHIBITION AND ZINE PUBLICATION ON SAFETY, SOLIDARITY, AND HOME + BELONGING

The Diverse Streets Initiative in partnership with the Culture Lab LIC
Queens, NY

Jurried by The Diverse Streets Initiative

Zine publication: March 2023

Exhibition: March 5 - March 26, 2023

THOUGHT ART. ISSUE 07

Thought Art. Magazine

Published in Denton, TX

Founded by Ginger Cochran

January 27, 2023

(UN)DEAD(?) SOLO DISPLAY

Caffeine Underground

Brooklyn, NY

December 18, 2022- present

BOSHEMIA MAGAZINE: ISSUE 06: DISTANCE

Boshemia Magazine

Published in the UK and US

Founded by Sarah Lawrence, Sarah Qudsia, and Eileen Elizabeth

December 2022

CONTRARIUM MAGAZINE ISSUE III: DREAM, NIGHTMARE, REALITY

Contrarium Magazine

Digitally published in the US

Founded by Maya Jacobson

January 2022

SYNCRONICITI MAGAZINE VOL. 3, NO. 2, HOME

Synkroniciti Magazine

Digitally published in Houston, TX

Founded by Katherine McDaniel

June 1, 2021

SKIDMORE COLLEGE REUNION 2022 ALUMNI EXHIBITION

The Tang Teaching Museum

Saratoga Springs, NY

Curated by Ann Coleman-Specht,

Elise Church, and Alison Pruchansky Drasner

June 2- June 5, 2022

