



Catherine Heller

Brand Designer

she/her/hers

Education

Skidmore College

Saratoga Springs, NY
B.S. Degree, Honors in Studio Art
Minor in Arts Administration

Awards

Synkroniciti Magazine

Cover Art Contest

Synkroniciti Magazine

Student Opportunity Fund

Skidmore College

Departmental Honors

Skidmore College

Design

- Branding
- Typography
- Email/lifecycle
- Signage
- Social media
- Display/Affiliate ads
- Packaging

Software

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Stensul
- mac OS & Windows

Contact

(203) 241-1169

catherine@catherineheller.com

Experience

Senior Designer

Peloton® New York, NY · *August 2023- Present*

- Collaborates with cross-functional marketing, creative, and production teams to execute integrated brand campaigns.
- Designs high-volume, national and international marketing campaigns, including email, retail signage, paid social, packaging, and in-studio collateral
- Follows the brand guidelines to create assets as needed using Figma, Stencil, and Adobe Creative Cloud
- Designed 80+ assets in two weeks for Peloton's 2025 Black Friday campaign, contributing to one of the company's largest seasonal marketing initiatives
- Designed creative for the 2026 Peloton Personal Trainer campaign, which achieved a 68% trial-to-paid conversion
- Created campaign assets for the 2025 RBC Brooklyn Half x Peloton partnership, contributing to a 90% member satisfaction rating

Freelance Brand Designer

Catherine Heller Brooklyn, NY · *November 2017 - present*

- Leads branding and design projects from concept through final production
- Specializes in branding, email design, logo design, social media content, digital & print collateral, digital & print advertisements, website design, and window & storefront design
- Clients include Re-Imagining Migration, Cabinet Health®, Verb®, The Heal Room, Oats & Goats Rescue, and Toran Harper Interiors.

Brand Designer

Verb® Products New York, NY · *August 2021- January 2023*

- Produced design across a variety of formats, platforms and environments
- Led the development of Verb®'s comprehensive brand guidelines, establishing scalable standards across digital, print, packaging, and marketing materials
- Created key brand elements and illustrations for print and digital platforms to strengthen and differentiate Verb® brand from competitors
- Collaborated effectively with creative, marketing, digital, and sales teams
- Created design templates that reduced production time and improved consistency
- 360 print, identity, illustration design and digital design tying back to the brand
- Supported launches across Sephora, Amazon, Ulta, and e-commerce site

www.catherineheller.com