

Cate / Thomson

Designer / Developer

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smoknjoeonthego.com

About

Hello, I'm Cate!

I am a creative director that has enjoyed working the last 10 years remotely by helping brands develop through their visuals and sales campaigns. I additionally have a fair amount of front-end skills that can help in a pinch. I thrive in constantly changing environments as a project manager, where my organizational skills can truly shine. I've found that by working closely with contractors, my skill set expands with tremendous results in line with ever changing industry standards.

Skillset

Photo Retouching	
Illustration	
Photo Planning	
Storyboarding	
Creative Cloud	
Web Markup	
Project Management	
Figma	

Technology Skills

Google Suite	Actionscript 1-3
HTML5 / CSS3	JavaScript
LESS + SCSS	jQuery
PHP	WordPress
Miro	Sketch

Interests

Conservation	Paleoecology
Apiculture	Bonsai
Coffee & Tea	Enyalioides feiruzae

Experience

March 2021 / October 2022

Foreground (Collage.com)

Creative Director and Operations Manager

Project manager for six brands across a 15 person marketing team, managing two employees and three contractors. User-facing redesign of Shootproof website, focusing on content and feature consolidation, increased page visits by 30%. Redesigned holiday gift guide pages which saw a 123% in conversions YoY. Successfully relaunched an Amazon storefront, which saw a 68% increase in traffic YoY. Art direction on seasonal, prop and new product photoshoots. Curation and maintenance of all branded digital assets. Holiday campaign creative direction, design, asset and project management.

February 2013 / March 2021

Collage.com, Ann Arbor, MI

Senior Marketing Designer

Creative marketing direction for web and print-based promotions. Curated and produced all visual, video and branding assets while performing front-end site maintenance. Designed printed company identity suite of assets. Promotional email design and html development. Successfully designed and developed two rounds of branded site redesigns. Designed over 2,000 customer-facing designs for purchase.

October 2012 / July 2013

Campbell Ewald, Warren, MI

Web Applications Developer

Front-end web development of new websites for current clients, development of marketing emails, website curation for new clients and site maintenance for existing clients

Education

2008 - 2012

College for Creative Studies, Detroit, MI

Bachelor of Fine Arts in Graphic Design

Winter 2012

Dean's List

Fall 2008

Dean's List

Honors

Feb/Mar 2012

How Magazine

In recognition for the Quick Response Code Project, Interactive Design Awards, 187

First Place 2011

Adobe Achievement Award

Installation Design Category Quick Response Code Project

2008

College for Creative Studies

\$40,000 Scholarship