

Chris DeGaetano

Education

Pratt Institute – Brooklyn, NY
BFA Communications Design (Graphic Design)
UX/UI Minor
2022 – 2026 (expected)

Marketing Design Intern | Goldsboro, NC | Jun 2025 – Aug 2025

U.S. Cargo Systems – Aviation and Aerospace Component Manufacturing

- Spearheaded the production of 80+ detailed component brochures for USCS military platforms including the A400, C-130, and C-2. By consulting USCS engineers, I translated technical data into clear, visually effective layouts, developed a reusable design template to standardize brochures across platforms, and improved consistency and efficiency in marketing collateral for the company's full range of military systems.
- Redesigned & prototyped a new company website, developing a modern, user friendly interface and organizational framework to categorize hundreds of components across multiple dimensions—including aircraft platform, function, and sector.
- Delivered high-level visual presentations directly to the Business Unit Manager, VP of Sales, and company President at USCS. Developed strategic visual directions, clearly communicating options to senior leadership. Demonstrated strong verbal and visual communication skills in guiding decision-making at the executive level.
- Working cojointly with the Buisness Unit Manager, conducted an in-depth analysis of global helicopter platforms to evaluate the viability of investing in rotary-wing cargo systems. By assessing helicopters for fleet count, internal vs. external handling systems, and market demand, provided strategic insights into profitability and potential market entry points for expanding USCS into rotary-wing platforms.

Visual Communication Project — Pratt Institute, Fall 2024

- Designed the full album rollout and media campaign for the conceptual rap duo Cutlass Crew, focusing on bold, over-the-top pink branding and cohesive art direction.
- Led photography sessions including pose direction, outfit design, and studio lighting setup.
- Applied creative direction across print and digital media, fulfilling all course requirements while exploring new hands-on approaches beyond screen-based design.

Branding & Messaging Project — Pratt Institute, Fall 2024

- Developed three distinct persona profiles reflecting diverse musical tastes, cultures, and interests, each paired with a Fender guitar model aligned to their style. Demonstrated skills in brand analysis, target audience, and storytelling.
- Deliverables included three double sided posters with uniquely stylized illustrations and an in-depth style guide showcasing brand research.

Delivery Driver — Marco's Pizza – Raleigh, NC | Jun 2024 – Aug 2024

- Delivered orders efficiently while maintaining excellent customer service.

Produce Clerk — Harris Teeter – Wake Forest, NC | 2020 – 2021

- Supported store operations by managing inventory, restocking items, and maintaining a clean, organized department.

Graphic Designer

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Skills

Branding
Typography
Social Media
Illustration
Video Editing
Layout & Hierarchy
Web Design
Project Management
Motion Graphics
Verbal communication

Software

Adobe Creative Suite
Adobe Photoshop
Adobe Indesign
After Effects
Adobe Illustrator
Blender
Figma
Excel
CSS & HTML
TouchDesigner

Extracurricular Activities

- NCAA Sprinter, Pratt Institute Men's Track & Field Team
Team MVP, 2024–2025
- Classically Trained Musician – Piano and Guitar
- Drawing and Painting – Personal and academic projects
- Recreational Baseball

Awards

- President's List for Academic Achievement, Pratt Institute, 2022 – 2025
- First Place, 16th Annual Exhibit – National Arts Program, Raleigh, NC, May 2023
- Inaugural Scholarship Winner, Wake Forest Guild of Artists, June 2022
- Outstanding Achievement in Visual Arts, Wake Forest High School, June 2022
- Seventh Place, NC Department of Transportation Aviation Art Contest, 2016
- Second Place, Wake Forest Veterans of Foreign Wars Art Contest, 2015