

# catherine wang

(408) 621-0378

catherinewang.design@gmail.com

<https://catherinewangspace.cargo.site>

password: gdp\_ennd\_88

## experience

### **Godfrey Dadich Partners | Designer**

Ongoing

Crafted interactive web experiences, editorial illustrations, brand systems and guidelines. Collaborated with writers, creative directors, and motion designers to answer our clients' briefs to tell their unique and engaging brand stories.

#### CLIENTS:

Microsoft, Indeed, Proofpoint, ENND Partners, Hightower Advisors, Entegris

### **Freelance Practice**

Ongoing

Designed a car wrap for the CMU Police Department, a website for a blockchain company, and more. Most recently designed a logo and visual style for a writer's newsletter substack.

### **ActionIQ, Inc. | Brand Design Intern**

June 2022 - August 2022

Assisted visual design team in company-wide rebranding process - designed marketing materials, email headers, ads, logos. Created new logo and digital banners for new client program. Worked in the B2B and Customer Data Platform (CDP) space.

## education

Carnegie Mellon University

BFA Graphic Design

2019 - 2023

### **CMU Japanese Student Association | Design Chair**

September 2021 - May 2023

Created visual identity for annual cultural festival for two years and produced collateral such as banners, t-shirts, posters, social media posts. Re-designed JSA website. Co-lead a 4 month construction project and designed murals to cover a 8ft x 8ft x 15ft structure.

## skills

Layout, Typography, Color

Brand Design + Brand Guidelines

Print + Digital Experiences

Concept Development

Illustration

Motion Design + Storyboarding

### **Miller Institute for Contemporary Art | Gallery Assistant**

September 2019 - May 2022

Worked at the gallery reception desk to welcome visitors and answer questions. Assisted with art installation and gallery events.

## notable projects

### **ENND Partners Site Design**

Designed a digital brand and website for a new creative consultancy from scratch and collaborated on the end-to-end process with a small creative team. We worked closely with our strategists to identify specific business needs and created a brand that's both flexible and minimally elegant.

## tools

Adobe

(Photoshop, Illustrator,

After Effects, Premiere, InDesign)

Figma

Wix, Cargo, Wordpress

Spline

### **Not Mine But Me**

Wrote and illustrated a 100 page comic zine sharing personal anecdotes from elementary school to university that relate to my interest in Japanese culture and design.