

## Catherine Dobbs

Senior Graphic Designer | 269.217.3988 | [hello@catdobbs.com](mailto:hello@catdobbs.com) | [catherinedesign.com](http://catherinedesign.com) | Kalamazoo, MI

Brand-focused designer with 30+ years of experience creating cohesive identity and marketing systems for corporate, nonprofit, healthcare and educational organizations. Known for strong typography, clear concept development and collaborative client relationships.

### EDUCATION

**Bachelor of Science in Graphic Design**  
**Western Michigan University**  
Kalamazoo, Michigan | 1983 - 1988

### SKILLS

**Adobe Creative Suite**  
**(InDesign, Photoshop, Illustrator)**  
Brand Identity  
Print & Digital Design  
Typography  
Trade Show &  
Environmental Graphics

### SELECTED AWARDS & RECOGNITION

**Architectural Record**  
**Advertising Excellence Awards**  
Winner, Azon | 2025

**West Michigan Area Show**  
**Signature Artists Cooperative Award**  
Photography | 2013

**Web Marketing Association WebAwards**  
**Outstanding Achievement**  
Murray Sugar Free | 2009

**Energy Award**  
Greater Kalamazoo  
Girls on the Run | 2009

**Marketing Network Ad Awards**  
**Best of Show (ABA)**  
Biggs | Gilmore, Annual Report  
Union Planters Corporation | 2002

### EXPERIENCE

#### CATHERINE DESIGN – Kalamazoo, MI

*Principal / Senior Freelance Graphic Designer* | 2005 - present

Provide brand and visual communications across print, digital, environmental and trade show platforms.

- Selected clients: Western Michigan University, Azon, Wells Fargo Advisors, Axonia Medical, Skytron, YWCA of Kalamazoo, Greater Kalamazoo Girls on the Run, Paw Paw District Library, Oceana & Van Buren Conservation Districts, West Michigan Film & Video Alliance, Michigan Yoga Association, Sangha Yoga for Higher Learning.
- Develop identity systems and integrated marketing
- Lead projects from concept through production

#### MIRON COMMUNICATIONS – Minneapolis, MN

*Freelance Graphic Designer* | 2005 - 2019

- Led creative for Kellogg's, MotorGuide, Attwood Marine, Armstrong International
- Designed advertising, annual reports, and trade show programs.

#### PIVOTAL COMMUNICATIONS – Kalamazoo, MI

*Freelance Graphic Designer* | 2004 - 2011

- Produced sales and marketing materials for Stryker Medical and Bennington Marine.

#### BIGGS | GILMORE COMMUNICATIONS – Kalamazoo, MI

*Senior Graphic Designer* | 1994 - 2004

- Developed integrated campaigns including identity systems, annual reports, advertising, environmental graphics and trade show exhibits
- Clients included: Pfizer (formerly Pharmacia & Upjohn Animal Health), DuPont Performance Alliance, Bronson Healthcare, Kellogg's, Sea Ray, Meridian Yachts, Stryker, Kingscott Architects, United Way, Kalamazoo Public Library

#### PERRIGO COMPANY – Allegan, MI

*Graphic and Packaging Designer* | 1991 - 1993

- Designed private-label pharmaceutical packaging using Barco CAD systems
- Produced complete packaging systems from concept through press-ready files

#### BEACH PRODUCTS – Kalamazoo, MI

*Graphic Designer / Illustrator* | 1988 - 1991

- Created concept illustrations and surface designs for paper tableware and giftware
- Prepared camera-ready mechanicals for production

*"Cat is a practical talent. She is able to do beautiful and effective work in many circumstances. She is a seasoned pro who has great integrity. A good person and great talent!"* – JANE TAMRAZ FORMER EXECUTIVE DIRECTOR AT BIGGS | GILMORE & VML

