

Catherine Dobbs

Senior Graphic Designer | 269.217.3988 | hello@catdobbs.com | 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

