

Cat Dobbs DESIGN

269 217.3988 | hello@catdobbs.com | catherinedesign.com

EDUCATION

BS in Graphic Design

Western Michigan University
Kalamazoo, Michigan
1983 - 1988

SKILLS

Fluent in the Adobe
Photoshop, Illustrator,
InDesign & Office

ACHIEVEMENTS

Marketing Network Ad Awards

Best of Show ABA
Biggs | Gilmore
Annual Report for
Union Planters Corp.

West Michigan
Area Show
Photography 2013
Signature Artists
Cooperative Award

Web Marketing Association's Outstanding Achievement

2009 Web Award
Murray Sugar Free
Food Industry
Standard of Excellence

Greater Kalamazoo
Girls on the Run
2009 Energy Award

Member of AIGA
1988 - 2016

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

CATHERINE DESIGN & MIRON COMMUNICATIONS, MINNEAPOLIS, MN 2005 - PRESENT

- Creating brand identities, brand standards, ads, e-newsletters, annual reports, outdoor boards, tradeshow displays and more.
- Conscientious and mindful of deadlines and budgets.
- Managed client objectives, providing creative leadership and solutions for Kashi, Kellogg Company, MotorGuide, Attwood Marine, Armstrong International, Wells Fargo Financial Advisors, Axonia Medical, Kingscott Architects, Pure Data Corporation, YWCA of Kalamazoo, West Michigan Film Video Alliance, Girls on the Run, Skytron, Michigan Yoga Association, Sangha Yoga for Higher Learning and Suzanne's Organics Salon.

FREELANCE GRAPHIC DESIGNER

PIVOTAL COMMUNICATIONS, KALAMAZOO, MI 2004 - 2011

- Handled the creative development and production of brochures, ads, catalogs, sales kits, posters, direct mail and other related materials.
- Worked independently and in conjunction with agency team for Stryker Medical and Bennington Marine.

SENIOR GRAPHIC DESIGNER

BIGGS | GILMORE COMMUNICATIONS (CURRENTLY VML), KALAMAZOO, MI 1994 - 2004

- Defined and provided creative concept solutions including all aspects of collateral, logo and identity systems, annual reports, outdoor boards, ads, catalogs, signage, direct mail, banners, tradeshow displays and other related material.
- **Clients:** Sea Ray, Baja Marine, Pharmacia & Upjohn Animal Health (acquired by Pfizer), DuPont Performance Alliance, Bronson Healthcare Group, St. Vincent Health System, Union Planters Bank, Meridian Yachts, Kellogg Company, Kingscott Architects, Greater Kalamazoo United Way, Kalamazoo Public Library, Arts Council of Greater Kalamazoo, Kalamazoo Symphony Orchestra and Kalamazoo Community Foundation.

GRAPHIC DESIGNER

PERRIGO CO., ALLEGAN, MI 1991 - 1994

- Designed private label 3D packaging from concept to finished art using the Barco Graphics CAD system. Provided staff of 36 artists with type for back label copy.

GRAPHIC DESIGNER

BEACH PRODUCTS, KALAMAZOO, MI 1988 - 1991

- Formulated concept design and illustration development of paper tableware and giftware products. Prepared camera-ready art and illustration.

"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 EXECUTIVE DIRECTOR AT VML

