

CATHERINE DOBBS

"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

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 Communications
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

CONTACT

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catherinedesign.com

EXPERIENCE

Freelance Graphic Designer

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.
- Responsible for creative leadership, interpreting client objectives, providing concept solutions on global brands like Kellogg's, MotorGuide, Attwood Marine, Armstrong International, Wells Fargo Financial Advisors, Pfizer Animal Health, Axonia Medical, Savannah Yachts, Kingscott Architects, PureData Corporation, YWCA of Kalamazoo, West Michigan Film Video Alliance, Girls on the Run, Skytron, Sangha Yoga, Suzanne's Organics and Michigan Yoga Association.

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

- Responsible for providing 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, Savannah Yachts, Pfizer Animal Health, US Marine, DuPont Performance Alliance, Bronson Healthcare Group, Saint Vincent Health System, Union Planters Bank, Kellogg's, 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 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

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