

# CAROLINE O. GARRIOTT

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## Education

State University of  
New York at New Paltz  
BFA Graphic Design  
MAGNA CUM LAUDE

## Organizations

AIGA Colorado  
MEMBER NO. 0534946

Design Society of  
SUNY New Paltz  
PRESIDENT, 2015

## Skills

Creative Direction  
Project Management  
Web Design & Development  
HTML/CSS  
Digital Prototyping  
Digital Publishing  
Content Management  
Social Media Branding  
Print Production  
Illustration  
Typography & Lettering  
Branding & Identity  
Data Visualization  
Publication Design  
Copywriting  
Animation

## Software

Adobe CC  
Figma  
Sketch  
Procreate  
Invision  
WordPress  
Squarespace  
Mailchimp  
Flodesk  
Tableau  
Google Suite  
Microsoft Office

## Purpose

My goal is to exhibit definitive leadership through reliable and effective design and project management. I have an absolute belief in the value of open communication, research, and organization. I would expect my teammates to share the same values but also challenge me and each other. Together we would aim to achieve a strong connection with our community through solid and consistent work.

## Experience

### FREELANCE GRAPHIC DESIGN

GARRIOTT DESIGN CO. | 2013–PRESENT

Creative direct and project manage all aspects of short-term and long-term B2B and B2C contracts, to include website design and development, branding and identity, and print collateral. Project lengths range from one month to ongoing month-to-month contracts, with up to six projects running concurrently. Top priorities as business owner are deliverables that display measurable growth for the client and to ensure reliable and definitive communication between myself, other contractors, and my clients.

A FEW CLIENTS:

- The Huffer Foundation, *Bokeelia, FL* 2019–PRESENT
- Hello, Cupcake, *Tacoma, WA* 2017–PRESENT
- Carla Rozman Graphic Design, *Kingston, NY* 2016
- Clinton Chamber of Commerce, *Clinton, NY* 2013–2014
- Proforma Full Circle, *Clinton, NY* 2013–2015

### JI DESIGN TACOMA, WA

LEAD GRAPHIC DESIGNER | 2016–2018

Managed a team of three employees including an entry level designer, a web developer, and a social media specialist. Communicated directly with the clients of the boutique studio, such as local tourism agencies, hospitals, and small businesses. Crafted brand identities, websites, and printed collateral for small to midsize businesses across the Pacific Northwest. Implemented processes to improve project management, including client intake, internal workflows, team check-ins, and client communication. Prepared and delivered milestone presentations to both the studio owner and our clients. Attended an average of three local industry events per quarter on behalf of the studio for education and networking.

### SKYTOP STRATEGIES NEW PALTZ, NY

CREATIVE DIRECTOR | 2015–2016

Project managed solutions for inbound and outbound B2C information and initiatives. Brought new ideas directly to the CEO, COO, and marketing team lead. Executed a precise user experience on the website for maximum conversion rate. Wireframed, designed, and prototyped a web app for development that was implemented to replace paper materials and increase engagement at each of the conferences. Creative directed digital and printed media for up to three conferences per quarter focused on sustainability, cyber security, and business resilience.

### BROCKETT CREATIVE GROUP NEW HARTFORD, NY

GRAPHIC DESIGNER | 2013–2016

Collaborated with the design and online marketing team at this boutique web design studio. Managed end-to-end website creation from content collection and wireframing through development. Maintained cohesive brand identities across web and print initiatives. Managed the portfolios of two clients, including a local theater and tourism agency. Designed and published 10+ print and digital ads per week for 4+ clients.