

CATIE HALLIDAY

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EXPERIENCE

SHUTTERFLY INC., Redwood City, CA

Graphic Designer • January 2017–present

Creative Design Intern • June 2015–September 2015, July 2016–January 2017

Member of digital marketing team specializing in both direct response and awareness campaigns for the Shutterfly brand. Channels include Social Media, CRM, site design, mobile marketing, internet marketing, SEO, and video. Lead designer for the brand's social media channels, focusing on both paid and organic Pinterest, Facebook, and Instagram platforms. Responsible for the design and execution of the Shutterfly Ideas & Inspiration website, a hub for everyday creative inspiration.

CAL POLY MARKETING, San Luis Obispo, CA

Graphic Design Assistant • February 2015–June 2016

Worked with various colleges and the Cal Poly Corporation to create materials ranging from invitations, logos, Cal Poly Farm Stand packaging, wayfinding, flyers, and event programs. Lead designer for an exclusive annual fundraising event.

INFORMATICA, Redwood City, CA

Graphic Design and Marketing Intern • July–September 2012

Designed the identity for the HR College Intern Recruitment Tour. Designed the visuals for the Informatica traveling booth and print collateral for the tour.

GWEN FRANCIS DESIGN GROUP, Los Altos, CA

Graphic Design Intern • June–August 2010

Worked with graphic designers to facilitate the production of projects.

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, San Luis Obispo, CA

BFA in Art and Design, Graphic Design Concentration

Graduated June 2016

STUDY ABROAD ARCHITECTURE PROGRAM, Ticino, Switzerland

June–August 2013

SKILLS

STRENGTHS

Creative marketing, branding and identity, typography, motion graphics, illustration with traditional and digital media, social media management, digital photography.

PROGRAMS

Adobe CS (Photoshop, Illustrator, InDesign, Lightroom, Bridge, After Effects), Sketch, Final Cut Pro, HTML, Microsoft Office.

ORGANIZATIONS

CLUB 34, Cal Poly Department of Art and Design Club, San Luis Obispo, CA

Member • September 2011–Present

KAPPA KAPPA GAMMA, Cal Poly, San Luis Obispo, CA

Registrar and Member • January 2013–December 2016

AWARDS & HONORS

DEAN'S LIST, Fall 2015, Spring 2014, Summer 2013, Winter 2012

JURIED STUDENT ART SHOW, Cal Poly, San Luis Obispo, CA

Graphic work selected for exhibition • April 2014

JURIED STUDY ABROAD PHOTOGRAPHY CONTEST, Cal Poly, San Luis Obispo, CA

Photograph selected for exhibition • April 2014