

cathryn guevarra

CONTACT

4389 Adeline St
Emeryville, CA 94608

cguevarra@me.com
cathrynguevarra.com
415-602-7684

EDUCATION

ACADEMY OF ART UNIVERSITY

BFA | Graphic Design
Magna Cum Laude
SPRING 2022

FASHION INSTITUTE OF DESIGN & MERCHANDISING

AA | Visual Communications
Magna Cum Laude
DECEMBER 2007

CITY COLLEGE OF SAN FRANCISCO

AA | Art History
Magna Cum Laude
JUNE 2019

AA | Arts & Humanities
Magna Cum Laude
JUNE 2019

AA | Fashion Merchandising
Honors / Dean's List
JUNE 2004

SKILLS/CAPABILITIES

Digital, package, print, social design.
Mac/PC, Adobe Creative Suite
(Illustrator, InDesign, Photoshop, XD,
AfterEffects, Dimensions), UX/UI,
Google Office Suite, Microsoft Office
Suite, Keynote, Numbers, HTML5/CSS,
Klaviyo, CaptureOne.

EXPERIENCE

Ingrid + Isabel, LLC — Graphic Designer, Brand + Creative

July 2021 – Present

- Collaborate cross-functionally to develop content based on brand strategy, campaign, and promotion plans
- Translate strategic direction into high-quality design within an established brand identity
- Ownership of projects from concept through production
- Design assets and layouts for mobile, desktop and tablet
- Layout and manage emails and web homepage updates
- Create production and pre-press files for packaging products

Waterhouse Brands Design Agency — Graphic Design Intern

February 2022 – June 2022

Internal Projects

- Audit and redevelop an identity/style guideline for Waterhouse logo usage
- Refresh PowerPoint decks and other resources
- Up-level and update social media assets library

Client Projects

- Design and update newsletters, one-pagers, FAQs, and other materials
- Design and develop presentation templates for Bio-tech/Health Care Clients
- Create brand guidelines and templates
- Manage and create image assets library for Clients and their various projects

Parker Institute for Cancer Immunotherapy — Brand Designer

March 2019 – January 2022

- Designed and built engaging PowerPoint presentations to effectively communicate scientific content
- Collaborated with other departments to conceptualize design projects and refine visual designs
- Created collateral, signage, and scientific posters
- Worked in conjunction with the Communications team and assisted with scientific presentation design and visual assets for various social media channels (e.g. gifs, short videos, etc.)
- Managed a library of assets – source images, image editing, GIFs, icons, and illustrations
- Maintained the presentations library as needed

Willow Innovations, Inc — Production Artist

September 2020 – July 2021

- Created production and pre-press files for packaging products
- Designed new ads and performed modifications as needed, electronically rework, assemble, create and at times build various print projects in accordance with Willow brand guidelines
- Data entry and type-setting, image manipulation, art creation or modification

Voicebox Creative — Graphic Design Intern

February 2020 – May 2020

- Collaborated with the Creative Director and Design Director to develop design concepts
- Created and designed print and digital materials to brand guidelines
- Retouched and manipulated images
- Assisted Creative Director with preliminary research and competitive audits

Freelance Photo Stylist/Assistant & Photographer's Assistant

October 2013 – May 2015 & December 2016 - December 2019

- Assisted Prop Stylist with preparation of props for photo shoots including, but not limited to prop shopping, prop fabrication, flower arranging, and prop transport
- Assisted on set at photo shoots with anything the Prop Stylist may need
- Kept props organized as photo shoot progresses
- Assisted Photographer with lighting, camera and digital set-up for tethered photography

Shutterfly Inc — Photo Stylist

May 2015 – December 2016

- Involved with the planning, brainstorming and execution of styling concepts for top three brands (Tiny Prints, Wedding Paper Divas, Shutterfly)
- Partnered cross-functionally to plan and deliver photography assets for digital and print media
- On-set styling and collaboration with Photographer and Art Director
- Researched, sourced, and organized props and materials, as well as various creative tasks including: painting, set-building/design, prop fabrication, and crafting

Noel Barnhurst Photography — Studio Manager/Photo Producer

June 2009 – September 2013

- Knowledge of techniques, principles and equipment of digital photography
- Managed day to day tasks in studio, as well as invoicing, billing, estimates, and client relations
- Produced photo shoots for merchandising campaigns which included coordinating between all channels of the photo shoot, as well as budgeting, scouting, and casting