

CAROLINE VITANZA

GRAPHIC DESIGNER



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PROFILE

Graphic designer with skills ranging from brand identity design to typography to website development. Has been freelancing since 2020 as well as creating a small online business producing and selling products that have been digitally designed. Skilled with multiple industry standard softwares along with general tech knowledge. Has experience with both managerial and production work and has worked within lots of niche areas and specialty production machinery. Currently specializes in graphic design for marketing and brand identity design and works as a graphic designer at Vari.

EDUCATION

AAS – Communication Design

Collin County Community College
May 2021 – May 2023

BSBA – Hospitality Management

Oklahoma State University
August 2016 – December 2020

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Squarespace
Shopify
Wix
Procreate
Wacom Tablet

SKILLS

Brand Design
Web Design
Digital Illustration
Basic Animation
Basic HTML & CSS
Hand Lettering

WORK EXPERIENCE

Vari – Coppell, TX

Graphic Artist, July 2023

- Strategization within the marketing department for product launches and promos
- Designing for social media, web, and print design
- Developing creative assets for all products

Logotology – Richardson, TX

Production Assistant, September 2022 – Present

- Machine operations (embroidery, UV printing, laser engravers, white toner printers, heat presses, & sublimation printers)
- Receive shipments and track inventory
- Fulfill client orders and prepare them for shipment
- Managed multiple computer programs for daily business functions

LifeSpa at Lifetime Fitness – Garland, TX

Spa Coordinator, April 2021 – March 2022

- Greeted and checked guests in for appointments
- Maintained appointment booking for client
- Kept up store cleanliness

American Eagle Outfitters – Stillwater, OK

Staffing Manager, July 2020 – November 2020

- Interviewed, hired, and trained associates
- Opened and closed the store & managed cash deposits
- Tracked daily and hourly performance

Oklahoma State University Undergraduate Admissions – Stillwater, OK

Campus Tour Guide, August 2019 – August 2020

- Led tours around campus for potential students and their families
- Fulfilled recruitment material orders
- Assisted in setup and teardown of recruiting events

The Walt Disney Company – Walt Disney World, Orlando, FL

Quick Service Food Cast Member, September 2018 – January 2019

- Prepared & served food to guests at the Port Orleans Riverside Resort
- Developed leadership and customer interaction skills
- Responsible for a multitude of jobs, including food preparation, cleaning, monetary transactions, & stocking and organizing