

Catherine Bixler

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Select Experience

Graphic Designer (Hybrid)

Modern Luxury, December 2021 – present

- Designs monthly layouts for 7 national city, interiors and wedding magazines sent to 400k+ print subscribers
- Adopts front-of-book templates and features, modifying fonts/styling to individual magazine branding
- Generates press material of national covers and celebrity features to be shared for social media content
- Executes requested edits to the digital editions of all Modern Luxury magazines
- Illustrates the annual San Francisco City Guide cover and produces the Interiors Northern California covers

Creative Director

Impulse Magazine, August 2020 – August 2021

- Art directed 2 digital, 80+ page volumes of the arts, culture, fashion and beauty magazine
- Designed Instagram posts, stories, and motion graphics to seek dynamic campuswide submissions

Internships

Fall Graphic Design Intern (Remote)

Gen Admission, September 2021 – December 2021

- Adapted music industry research into fun, educational social media content on Instagram, Spotify and LinkedIn
- Conceptualized designs under brand guidance while pushing creative boundaries that guaranteed thousands of impressions and engagement on shareable Instagram and LinkedIn content
- Brainstormed the name 'Gen Admission' when the team was rebranding

Growth Marketing Intern (Remote)

EVBox – North America, July 2021 – October 2021

- Designed a range of branded assets for email, landing pages, digital ads, decks, campaigns and social media content, to scale sustainable EV brand awareness and increase market knowledge
- Collaborated frequently with domestic and global teams such as branding, channel marketing and sales
- Managed quality implementation of company guidelines across assets, channels, departments and monitored partners' digital resources to be brand and content aligned

Graphic Designer (Remote)

Gies Accountancy - University of Illinois Urbana-Champaign, May 2020 – May 2021

- Produced and curated visually impactful Gies branded graphics publicized on social media platforms daily, with quick turnaround using Adobe InDesign and After Effects
- Redesigned office and course documents to streamline information and departmental procedures
- Optimized feedback through collaboration with the Social Media Intern, supervisors and Google Suite

Education

University of Illinois Urbana-Champaign May 2021

BFA in Graphic Design, BFA in Painting

University of Leeds, England - Study Abroad Spring 2019

Programs

Adobe CS (Illustrator, InDesign, Photoshop, XD): **Highly Proficient** (After Effects): **Novice**
Microsoft Office: **Highly Proficient** Google Suite (Docs, Slides, Sheets): **Highly Proficient**