

# CAITLIN COYNE

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## profile

- █ Enthusiastic and highly motivated graphic designer with strong print and publication design experience
- █ Able to retouch and concept imagery that will complement typography and layout choices
- █ Detail oriented designer who embraces design theory and ethics to maximize the effectiveness of the final product
- █ Organized so that multiple tasks may be completed at once to use time productively
- █ Dynamic team player with well-developed written and verbal communication abilities

## education

Lasell College Newton, MA

- █ Bachelor of Arts in Graphic Design
- █ Double minors in Studio Art and Communications
- █ Graduation: May 2013

## extra-curriculars

- █ *1851 Chronicle* (Lasell College's monthly newspaper)  
Art Director 2012-2013
  - Manage the Layout Team and supervise their progress from production to prepress
  - Responsible for newspaper dummy layout
  - Retouch and concept imagery
  - Design front page and news sections
  - Maintain and organize files with all back issues, photography, PDFs, and original InDesign files
  - Make final design edits, communicate and upload packaged file to FTP site for press
  - Coordinate with staff to plan *1851 Chronicle* meetings and layout meetings
- █ Design Editor 2011-2012
  - Execute a design plan as specified from the Art Director
  - Plan layout for Arts & Entertainment spread
  - Work on production closely with Art Director and Layout Team to execute design
- █ Layout Team 2010-2011
  - Carry out plan as directed from the Design Editor
  - Organized layout for Opinion & Editorial spread
  - Attend layout meetings until assigned task is complete
- █ *Tarnished Magazine* (Lasell College's bi-annual design magazine)  
Assistant Art Director 2012-2013
  - Assist Art Director in the launch of new magazine by creating templates, styles, and standards for layout
  - Manage and oversee layout progress from production to prepress
  - Conduct weekly critique meetings to give necessary design suggestions to layout artists
  - Approve final edits for press

## internships

- █ COUP Boston  
Art Intern (June 2012-Present)
  - Designing magazine page layouts, designing advertisements, assist in curating exhibits sponsored by the magazine, design event invitations

## work

- █ Pandora Jewelry- Peabody, MA (March 2011- Present)
- █ Pier 1 Imports- Brookline, MA (August 2009- March 2012)
- █ Pier 1 Imports- Danvers, MA (August 2008- September 2009)
- █ Market Basket Food Store- Danvers, MA (June 2006- August 2008)

## qualifications

mac & pc

### InDesign

*Expert:* producing magazine spreads, newspaper spreads, and advertisements

### Photoshop

*Expert:* editing and preparing of images for use in other programs

### Illustrator

*Expert:* creating layouts and vector images

### Microsoft Office Suite

*Expert:* proficient in Word and Powerpoint

### Flash

*Intermediate:* creating interactive maps, sliders, and advertisements with Action Script 3

### Premiere

*Intermediate:* working knowledge creating digital stories

### After Effects

*Intermediate:* creating banner advertisements and animated text projects

### Dreamweaver

*Intermediate:* basic website building and when necessary I can also hand code

### FileZilla

*Expert:* using FTP program to upload publication to print company

## course work

## graphics

- █ Principles of Design and Color
- █ Drawing for Graphic Design
- █ Graphic Design I & II
- █ Typography I & II
- █ Interactive Motion Graphics
- █ Publication Design
- █ Photography I
- █ Internet & World Wide Web

## studio arts

- █ Studio Drawing I & II
- █ 3D Design
- █ Lettering

## communications

- █ Intro to Mass Media
- █ Intro to Advertising
- █ Intro to Human Communication
- █ Media Ethics
- █ Copy & Design
- █ Intercultural Communications