

CATHERINE S. SMITH

Print and Digital Graphic Designer

Ridgewood, NY • 443.794.4033 • csmith@cathybytes.com • <http://cathybytes.com>

HTML • CSS • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Dreamweaver • Adobe Flash • Sketch • Microsoft Office • QuarkXPress • Illustration • Copywriting

EXPERIENCE

MLB ADVANCED MEDIA (February 2016 - current)

Social Designer | Lead designer for the NHL social media team, responsible for creating graphics and providing design direction. In addition to the NHL social media team, also work with the MLB social team, on both digital print products. Also provide graphic support for the MLB.com UI design team.

NATIONAL HOCKEY LEAGUE (November 2013 - February 2016)

Digital Designer | Worked closely with the social media team on promotional graphics for tentpole events, sweepstakes, and a variety of other events in order to engage the fans on various social media platforms. Created graphics and charts for the editorial team. Designed sites for specific NHL events and NHL promotions. Part of the team responsible for the redesign of the NHL app, website (both broadband and mobile), and Gamecenter Live.

BOND NEW YORK (May 2013 - November 2013)

Marketing Coordinator/Graphic Designer | In-house designer for luxury real estate agency. In charge of working with agents to create printed material for advertising, including flyers, postcards, and brochures. Worked with social media manager to redesign and update company blog, and also create content for daily blog posts.

THE DAILY (November 2010 - December 2012)

Production Designer | Responsible for building and creating pages for The Daily, the world's first news publication built solely for tablet use. Worked with art director on designs, focusing on both the aesthetics of the page as well as the functionality.

NEW YORK OBSERVER (March 2008 - November 2010)

Online Designer | Lead designer for the web team of the New York Observer, a weekly newspaper targeted toward affluent readers living in Manhattan. In charge of creating online house ads, e-mail newsletters, and design of both Observer.com and PolitickerNJ.com. Also responsible for print materials as needed, including newspaper ads, signage, and sell sheets.

SPECIALISTS MARKETING SERVICES, INC. (July 2005 - February 2008)

Graphic Designer | Employed as the in-house graphic designer for Specialists Marketing Services, a list management company. Created various promotional items - e.g., web ads, e-mail blasts, direct mail - for clients such as Playboy, Victoria's Secret, Williams-Sonoma, Godiva, Crate and Barrel, J. Crew, and many more.

EDUCATION

CCBC CATONSVILLE (September 2001 - May 2004)

Associate's degree in Computer Graphics and Visual Communication specializing in Interactive Media

HONORS AND AWARDS

- Nominated for 2009 Webby Awards in the Best Website: Newspaper category
- 2009 Webby Awards honoree in the Best Practices category
- Nominated for 2009 Eppy Awards in the Best Weekly Newspaper-Affiliated Web Site category
- Apple App Store's Best in Newsstand 2011
- Wired selection for Outstanding News App 2011
- HOW Interactive Design Award 2011
- IXDA selection for Most Engaging Production Project