CATHERINE ABBENDA

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Self-driven Creative Director, Design, skilled at managing and mentoring a creative team while contributing hands-on design solutions. Specific understanding of retail advertising clients and best practices both digital and non digital. Delivers inventive visual solutions turning brand strategy into purposeful design.

EDUCATION

**Art Center College of Design
Pasadena, California**
Bachelor of Fine Arts
graphic design
packaging design

**Pasadena City College,
Pasadena, California**
Associate of Arts

TECHNICAL SKILLS

InDesign
Illustrator
Photoshop
PowerPoint
Keynote

PROFESSIONAL SKILLS

Leadership
Attention to Detail
Composure Under Pressure
Collaborative
Multi-tasker
Adaptability
Self-motivation

EXPERTISE

Branding/Identity
Typography
Brand Guidelines
Packaging
Print
Digital Design
Photoshoots
Project Management

EXPERIENCE

January 2020 - Present
Freelance Creative Director, Design
• Working on a project basis as the design lead for advertising agencies and in house design groups: Publicis, Ideas On Purpose and Nikon Inc.
• Manage digital and print projects including presentation design.
Clients: Smuckers, Tradeweb, Nikon

TracyLocke, Connecticut *May 2019 - December 2019*
Freelance Associate Creative Director, Design
Worked alongside creative leadership while designing hands-on with the team in developing branded products and concepts for global creative platforms, in-store displays, digital banners, trade shows, logos and branding systems.
Client: HP Inc.

Cramer-Krasselt, New York *2016 – April 2019*
VP Creative Director, Design
• Supervised creative and production of Nikon Love Letters digital, social and OOH subway campaign resulting in 11% boost in brand favorability.
• Hired creative staff, expanding the group from 2 to 6 designers. Trained the department on best practices in the creation and execution of direct mail, digital and print advertising, all against accelerated timelines.
Clients: Nikon, ITN Networks, Benihana, Live! Casino & Hotel

McCann, New York *2009 – 2016*
Creative Director, Design
• Managed a team of art directors and designers assuring brand alignment and consistency across all channels. Drove Ashley Furniture retail creative from concept through execution, producing layouts and templates for digital banner ads, retail TV spots and FSIs on a weekly basis.
• Worked closely with production studio and project management. Oversee retouching and mechanicals for Nikon print circulars, OOH, digital and in-store displays.
• Member of core team that pitched and won the Ashley Furniture account. Led the development of creative platforms and executions—the highlight of the retail pitch.
Clients: Nikon, Ashley Furniture Homestore, Verizon FiOS

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Berenter Greenhouse & Webster, New York *2004 – 2009*
Associate Creative Director, Design
- Led the transition from traditional film photography to digital format for 8-10 product photoshoots annually. Instrumental role in reducing production costs and increasing productivity within shorter time frame — transition from a single photographer to simultaneous shoots with multiple photographers in agency's multi-stage, contracted studio.
- Worked hand in hand with client marketing manager and buyers.
- Managed creative team of 5 designers from layout development to final mechanical production.
- Key role developing streamlined design grid for circulars and postcards.
- Worked closely with traffic managers on project management.
  Clients: Bed Bath & Beyond, Nikon

ADDITIONAL EXPERIENCE

Rutgers University, Newark *November-December 2019*
Department of Arts, Culture and Media
Teacher Assistant, Desgin Fundamentals Course
- Serve as professional assistant to instructor Emanuele Cacciatore
- Manage and provide support to 20 students in computer lab and art studio classroom setting.
- Work with both design and and non design majors on introductory design assignments focusing on color theory, layout, composition and typography.
- Guide students in computer design software: Adobe Illustrator and Photoshop