

CATALINA FLOREA

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EXPERIENCE

THE MARKETING ARM (Chicago, IL)

February 2016 – Present

Associate Art Director - Consumer Engagement Company

Design social content for various channels. Elevate brands identity and engagement on social media. Collaborate on digital marketing campaigns and social media activations.

UNIVERSITY OF CINCINNATI (Cincinnati, OH)

January 2015 – May 2015

Teaching Assistant - College of Design

Assisted in a freshman web course called Communication for Professional Practice. Graded assignments and provided feedback for efficient web design and development.

APPLE (Cupertino, CA)

August 2014 – December 2014

Interactive Design Intern - Technology Company

Collaborated on campaign design as part of the Marketing team. Assisted with visual research. Designed banners and page layouts for mobile and web applications.

GREAT HERE CREATIVE (Florence, KY)

March 2012 – August 2014

Web Design Intern - Digital Design Company

Created responsive layouts, digital ads and newsletters. Produced Flash animations. Worked with HTML, CSS, PHP, Javascript and CMS.

LUXURIOUS ANIMALS (New York, NY)

January 2014 – May 2014, May 2013 – August 2013

Associate Designer - Marketing Agency

Designed game interfaces for several marketing campaigns. Produced wireframes, responsive layouts and Flash animations. Worked with After Effects and Cinema4D.

EDUCATION

UNIVERSITY OF CINCINNATI (Cincinnati, OH)

College of Design, Architecture, Art, and Planning
Bachelor of Science in Design, Class of 2015

GPA: 3.64/4.00

Participated in the Professional Practice Program, alternating semesters of classroom study with work in the field of graphic communication design.

SOUTHERN STATE COMMUNITY COLLEGE (Wilmington, OH)

Associate of Arts and Sciences, Class of 2010

GPA: 3.93/4.00

VASILE ALECSANDRI HIGH SCHOOL (Galati, Romania)

High School Diploma, Class of 2008

GPA: 9.60/10.00

ACTIVITIES & HONORS

VOLUNTEER & COMMUNITY

ANCHR Magazine Photographer, August 2017 - Present, Chicago

Sofar Sounds Graphic Designer and Photographer, August 2016 - Present, Chicago

JBTV Graphic Designer and Photographer, February 2016 – Present, Chicago

COLLEGE

Certificate of Cooperative Education and Practice Excellence, University of Cincinnati, 2015

Member of Students for Ecological Design - participated in the Sustainability Summit 2011 – 2013

Member of Serve Beyond Cincinnati - traveled to El Salvador as part of a service trip, Spring 2012

RAPP XXV Graduate (Racial Awareness Program)

SKILLS

TECHNICAL HTML, CSS, Wordpress, MailChimp, Photography

SOFTWARE Adobe Photoshop, Illustrator, InDesign, AfterEffects, Lightroom, Microsoft Office

PROFESSIONAL Animation, Storytelling, Layout Design, Web Design