

# 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