

CATHERINE D. FISCHER

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EDUCATION

Rutgers University
College of Arts and Sciences
Camden, New Jersey

Bachelors of Arts:
Graphic Design
& Digital Photography • May 2007

AWARDS/HONORS

University Honors graduate
Dean's List student

SKILLS

Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office
QuarkXPress
Photography, film and digital
Manual Bookbinding

AFFILIATIONS

Member of AIGA since 2004
Member of PPANJ since 2009

VOLUNTEERING

Membership Committee • AIGA

REFERENCES

Available Upon Request

CORE COMPETENCIES

Education and experience dedicated to a career in the graphic design field
Freelance graphic design experience • Branding and Identity • Brochure design
Event and promotional design • Posters • Website design and maintenance
Extensive client interaction • Project management

RELEVANT EXPERIENCE

Freelance Designer, 2004 to Present

Manage and produce all design projects from conception to completion, creating print work for various non-profit, and commercial clients, continuously maintaining client relationships and managing all sales efforts.

Clients list:

Rutgers University • Collaborated with various departments on the design of marketing materials such as brochures, flyers, posters, banners and postcards to establish department or program awareness and increase enrollment.

South Jersey Opera Association • Designed all aspects of event materials including: invitation, reply card, envelope, program and compact disc sleeve; effectively reducing production costs.

downesDesigns • Concept and design of various logos, business cards, flyers, brochures, and postcards.

Bayada Nurses • Responsible for the completion of all overflow Graphic Design projects.

Habitat for Humanity • Proposal design for fundraising gala and flyer design for fundraising event.

Clean Energy Coalition • Logo design for the launch of their educational center Energy Outlet.

Graphic Designer, Quickie Manufacturing Inc. Cinnaminson, NJ • 2008

Created and designed layouts for marketing literature, and trade show booths in support of the company's sales efforts. Also provided photography for multi-channel marketing initiatives, including packaging, brochures, and sales presentations successfully reducing the cost of photography outsourcing.

Program Assistant, Liberal Studies Programs Rutgers University, Camden, NJ • 2005 to 2007

Collaborated directly with both undergraduate and graduate program directors to conceive, produce, and implement a variety of advertising pieces to increase enrollment, promote program objectives, improve communications with students, and streamline internal and external procedures. Updated and maintained program websites.