



Caytlynn Dilley
Graphic / Product Designer

INFO

Winnetka, CA
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OVERVIEW

I'm a versatile designer with experience in product/web design, branding, illustration, and packaging. I enjoy taking on challenging projects and bringing creative ideas to life. I value collaboration and listening to clients and colleagues to understand their needs and goals. My design process is based on research, strategy, and empathy, and I'm constantly seeking ways to improve and learn from each project.

EDUCATION

California State University Northridge

Bachelor of Arts
Graphic Design
Double-Major
Gender and Women Studies

SKILLS

Advanced

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Procreate
Google Drive
Microsoft Office

Intermediate

Adobe Premier
Adobe After Effects

Technical

Communication
Color theory
Time Management
Attention to Detail

Familiar

HTML
CSS

WORK EXPERIENCE

Current EV Web & Graphic Designer June 2023 - Present

Collaborated on the development of branding assets, including business cards, flyers, and other promotional materials. Led the design of engaging and effective websites, social media assets, and signage for conventions and events. Created innovative product designs for use within vehicles, such as dashboards and logos.

Unblocked Product Designer May 2021 - April 2023

Led the creation of a brand-new product and designed it to meet client needs, resulting in the acquisition of several top-tier clients. Co-developed an effective design process and system that led to increased efficiency and quality. Recognized for generating innovative ideas and delivering high-quality designs on a tight schedule.

USU Marketing Graphic Artist August 2018 - January 2022

Developed a distinctive visual identity for campus events and resources that significantly boosted attendance and streamlined production. Cultivated a sense of community in the office and played an instrumental role in training and mentoring new designers. Trusted to efficiently and promptly deliver design solutions.

Hunny Beauty Graphic Design Lead June 2020 - December 2021

Helped create the brand and message for the company. Assisted with packaging, marketing, emails, social media, and overall brand identity. Was responsible for everything design related, and participated in customer and partner communications. Lead a small team of one other designer and a videographer. Was a co-founder, and helped build the business from the ground up.