



Caytlynn Dilley
Graphic / Product Designer

INFO

Winnetka, CA
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Caytlynn.com

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

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.

University Student Union 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.

Current EV Web & Graphic Designer

Contract

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.

Meat & Potatoes Design Intern

Summer 2017

Contributed to office operations by providing support with printing, organization, image clipping, and research. Independently developed and executed a successful design project, including creating physical mock-ups and gathering assets for senior designers. Gained valuable experience in receiving feedback and collaborating with clients to achieve their vision.