



CAITLIN KANE
Graphic Designer
+ Illustrator

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330.289.1212

EDUCATION

The University of Akron, Myers School of Art, BFA in Graphic Design, May 2018

EXPERIENCE

JOANN Stores

Concept Designer, June 2021–March 2025

Worked with a cross-functional team of creators, consistently delivering high-quality design in campaigns, email and website designs, print designs, as well as illustration and logos. Owned campus redesign projects. Evolved and maintained JOANN brand visual standards, including training and directing other designers. Led the redesign of e-mail templates resulting in increased click and open rates. Directed photographers and stylists, ensuring photos matched campaign and brand visuals. Was responsible for the concept, design and copy of many of the highest performing social media posts.

Downing Exhibits

Graphic Designer, May 2018–July 2020

Led the re-brand of Downing Exhibits with an all-new logo and branding, modernizing the look of the company. Designed and produced print graphics for clients to be used in large-scale exhibitions, including large wall and table graphics, small-scale print collateral and promotional materials. Maintained the website with minor updates and posted to social media accounts. Retouched photography for both client use and self-promotion.

WhiteSpace Creative

Graphic Design Intern, May–December 2017

Working with senior designer, designed for and met with local and global clients. Designs included billboards, websites, social media graphics, brochures and pamphlets, posters, print and digital ads utilizing layout, typography, photo retouching and illustrative skills. Created social media assets for both clients and company use. Assisted in researching and brainstorming for projects.

SKILLS

- Print + Digital Design
- Adobe Creative Suite
- Procreate
- Illustration + Typography
- Microsoft Office Suite
- Figma
- Canva
- Page Layout
- Photo Direction
- Brand Direction
- Self-starter
- Time-management

AWARDS

District Gold ADDY Award

2019, Fat Cat Toys

Akron ADDY Award

2019, Fat Cat Toys, Senior Exhibition Giveaway, Senior Process Book

2018, Rubber City Comics Branding
2017, Depression Awareness Campaign