



## ABOUT ME

I am a lover of...

**live music** • decorating + renovating my home • **creating homemade meals and goods for friends, family + co-workers** organizing • **reading blogs** • Pinterest **volunteering with the Life Teen Youth Ministry Program at church** • reading a good book • **time with family + friends** watching a great tv show • **crafting starbucks coffee** • meeting new people

**CREATING** a beautiful world.

## TECHNICAL PROFICIENCIES

Familiar with both Mac OSX + Windows Platforms • **Adobe Creative Suite** (InDesign, Illustrator, Photoshop, Acrobat Pro, Dreamweaver) **Microsoft Office** (PowerPoint, Word, Excel, Outlook) • **iLife** (iMovie, Keynote, Pages, iCloud) • **Google Apps** (Gmail, Drive, Docs, Sheets, Forms) • HTML5 & CSS3 • Oracle VM machines for testing • Redmine Project Management • Basic GIT + Subversion versioning • PHPmyadmin **Wordpress** • Freshbooks • Evernote

## EDUCATION

UNIVERSITY OF  
**ST FRANCIS**

*Class of 2008*

Bachelor's Degree in Visual Arts with a concentration in Graphic Design

### Activities + Societies

Ministry Staffer for University Ministry, Art Director for Encounter Newspaper, Secretary of Campus Design Group, Varsity Softball Player for the Fighting Saints, help coordinate annual Religious Retreat-Koinonia, volunteered with Freshman Orientation Board

# CATHERINE McGLAUCHLIN

Senior Graphic + Front-end Web Designer

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## EXPERIENCE

### TNS Employee Insights – Lake Zurich, IL

*formally Lightspeed Research/the Foresight Group until 2010*

**Marketing Project Coordinator + Senior Designer** | 2012 – present

**Front-end Web + Graphic Designer** | 2010 – 2012

**Junior Web + Graphic Designer** | 2008 - 2010

*Responsibilities:*

#### Marketing & Sales Team

- Manage the cohesive look and feel of our corporate branding throughout all collateral
- Work with copy writer to coordinate and layout digital + print marketing collateral from concept to print (brochures, postcards, specialty items, mailing outreaches, media packs, company website)
- Coordinate the professional printing and in-house print jobs and prepare artwork files for printing
- Designed and developed our tradeshow booths - also help with choosing the freebies that go to these shows like giveaway items, handouts and attire
- Build PowerPoint presentations for various events, webinars, executive presentations & sales pitches
- Keep a detailed log of all projects that come to the designers for reference
- Support the creation of RFP PowerPoint Decks and other documents that need to look polished and professional
- Build and upkeep the Sales Library (a resource of marketing material available to use)
- Coordinate and design all paper surveys from concept to print for our biggest clients

#### Software Development Team

- Design & implement skins for their online client toolset (both custom ones for clients and standard ones that are highly customizable by Project Managers)
- Help in new tool UI conceptualizing and styling (DIVE, Action Planning Tool, Manager AdHoc)
- Debugging various tickets
- Delegate CSS implementation work to designers in India for survey skins
- Help develop reports in PDF, PowerPoint and Excel (both custom ones for clients and standard ones)
- Design & create email templates for Project Managers to use for email blasts

#### Social Committee

- I am the lead coordinator of this team for the past 3 years
- I organize and coordinate monthly cocktail hours, personal milestone celebrations for coworkers, monthly social activities in the office, and various community outreach opportunities
- I also do most of the planning and coordinating on our 2 biggest events of the year: the Holiday Party and the Block Party Bash

### Citrus Leaf Designs

**Owner & Designer** | 2007 – present

I started this design boutique for the freelance work requests I get. I design a lot of brand identity, various marketing pieces + websites for independent companies along with custom wedding + special occasion invitations & collateral.

### Edelman - Chicago, IL

**Associate Junior Designer** | 2007 – 2008

This position started as a summer internship and extended throughout my final year of my bachelor's degree. I collaborated with other interns to support the design staff in the Creative Services department. I learned a lot about working in an agency atmosphere and the workflow and processes that come along with that environment. I assisted on various client projects for Butterball, Boy Scouts of America, Nasonex, Curves, and True Value just to name a few.