

CAROLINE HERZOG

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carolineherzogdesign.com

EDUCATION

UNIVERSITY OF CINCINNATI

Bachelor of Science in
Communication Design

Marketing Minor

SKILLS

Adobe Creative Suite

Google Suite

Office Suite

Figma

Canva

Procreate

Photography

Branding

Environmental Design

Marketing

WORK EXPERIENCE

GRAPHIC DESIGNER

Quint | August 2023 – Present

- The sole environmental designer for all domestic partnerships including NBA, NHL, NFL, NASCAR, X-Games, Superbowl, Kentucky Derby, and others
- Design elements for hospitality spaces including, large scale wall graphics, posters, maps, access credentials, wayfinding, autograph cards, etc.

GRAPHIC DESIGNER

Medpace | August 2022 – August 2023

- Key contributor to a team of 2 who design and maintain creative assets for external and internal projects
- Apply skills in B2B marketing to secure multi-million dollar contracts
- Design layouts for articles/whitepapers, large scale designs for conference booths, various internal and external pieces of marketing collateral, presentation pitch decks, and assets for different social media platforms (Linkedin, Instagram, Facebook)

ART DIRECTION & GRAPHIC DESIGN INTERN – Hybrid

Rooted Creative Agency | August 2021 – December 2021

- Designed social media content, branding, marketing campaigns, and signage
- Art Directed on photo/video content shoots for various brands
- Worked with brands such as; Proctor & Gamble, Tide, Columbus Crew, Boone County Distilling, Canvas Canned Cocktails, The Cincinnati Bengals, BYLT Basics, and The Cure Bowl

GRAPHIC DESIGN INTERN – Remote

KAO USA Inc. | January 2021 – April 2021

- Designed packaging, social media assets, marketing displays, pitch decks, and trend presentations
- Worked with well known brands such as Jergens, Curel, Biore, and John Frieda to design packaging and marketing assets

GRAPHIC DESIGN INTERN

University of Cincinnati | January 2019 – December 2019

- Designed large scale environmental graphics, wayfinding systems, and brand identities for the campus planning office and athletic department