

caroline markusen

education

UNIVERSITY OF ST ANDREWS
2012—2016 | SCOTLAND
MA (Hons) Art History & Management

community

HAITI REFORESTATION
PARTNERSHIP | PRESENT—2022
Board Member

EL REY | 2017—PRESENT
Bartender & Server

skills

Adobe Suite
Microsoft Suite
Print & Digital Graphics
HTML | CSS | jQuery
Wordpress | Squarespace
Motion Graphics
Digital Illustration
Branding | Marketing
Social Media Strategy

portfolio

To view full works please visit:
www.carolinemarkusen.com

contact

I am a creator, a cultivator, and
a problem-solver. Let's work together.

carolinemarkusen@gmail.com

professional experience

AMERICA'S HEALTH INSURANCE PLANS | 2017—2018

Graphic Designer specializing in Advocacy on the Digital Strategic Communications team at this DC-based health insurance lobby.

- Work featured in the Washington Post.
- Advocacy designer responsible for creating materials that further AHIP's message in the public and political spheres; including all design for AHIP's two major coalitions: the *Modern Medicaid Alliance* and the *Coalition for Medicare Choices*.
- Advocacy materials include infographics, motion graphics, WordPress graphics, social media graphics, issue briefs, reports, Hill briefings, data visualizations, print marketing, newsletter templates, PowerPoints, and MailChimp e-mails.
- Became lead designer for two months while in between Creative Directors.

STRONGSIDE FINANCIAL GROUP | 2018

Web Designer outsourced to create a WordPress site for this Texan consultant.

- Developed a site design for copywriter based on existing brand, implemented wordpress.org template to match design and created custom CSS to adjust template where necessary.
- Required the ability to communicate design vision and coordinate with non-designer team members via the internet throughout all stages of the design process.

THE MORTONS GROUP | 2017—2018

Web and Graphic Designer for this international strategy consulting firm.

- Developed a cohesive brand from existing logo and derived a full set of marketing materials from this brand including: a website, PowerPoint template, Word invoice and letterhead templates, business cards, notepads, and pocket folders.
- Commissioned to design a Squarespace site, requiring UX development and implementation, template development, custom functionality, and user training.

CENTER FOR STRATEGIC AND INTERNATIONAL STUDIES | 2016—2017

Graphic Design Intern for this preeminent research organization containing its own in-house digital media agency.

- Work featured in the Washington Post, CNN, and Business Insider.
- Successfully completed rigorous six-month internship aimed at providing professional exposure to each stage of the design process and all aspects of print and digital design, with self-incited study of HTML, CSS and jQuery.
- Required ability to digest feedback and execute changes in timely and diplomatic manner, to confront challenges innovatively, and to collaborate with a team utilizing a positive and constructive attitude.