



Caroline Carter

Using design to tell meaningful stories.

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Education

Rhode Island School of Design

Summer 2020 & 2019 4.0 GPA, Providence RI

Relevant Coursework: Information and Data Visualization Design, Book Design, Type and Image Design, Identity Design for Branding, Web Design

Bowdoin College BA, Biology and Visual Arts

Graduated 2019, Brunswick ME

Relevant Coursework: Drawing I & II, Printmaking I & II, Painting I, Independent Project in Painting, Telling Environmental Stories, Creative Non-Fiction Writing

Round River Conservation Studies

Fall 2017, Chilean Patagonia

Marine Science Semester

Fall 2016, Harpswell ME, Bowdoin College

Skills

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| ● ● ● ● ● | Illustrator | ● ● ● ● ● | HTML, CSS, Github |
| ● ● ● ● ● | Photoshop | ● ● ● ● ● | Javascript, D3 |
| ● ● ● ● ● | InDesign | ● ● ● ● ● | Figma, Sketch |
| ● ● ● ● ● | Premiere | ● ● ● ● ● | ArcGIS |
| ● ● ● ● ● | After Effects | ● ● ● ● ● | Python |

Art Direction: Branding, project management, ability to work in a team and with a client.

Research: Interviews, group facilitation, focus group note-taking, writing and art critiques, UX.

Certifications: Wilderness First-Responder, PADI Divemaster, CPR, Lifeguard, Water Safety Instructor.

Experience

Freelance Designer

Fall 2019–Present, remote

Work includes infographic design for Nike; data visualization for PerryUndem; branding, brochure, and deck design for the Mindfulness Director Initiative; among others.

Experience (continued)

Creative Consultant, SKDK (promoted)

Summer 2020–Present, remote

Promoted to help manage the workload for the creative department during election season. Some highlights include designing, managing edits, proofing, and prepressing direct mail pieces for a variety of political candidates running for congressional, state, and local offices. Designed and resized social graphics and print ads as for Senator Gary Peters running for re-election in Michigan. Worked to clean up and design in-house proposals and decks. Worked to build out Vote For Her's brand and populate their twitter page with creative and retweetable content. One video highlighting V.P. Pence interrupting Harris during the vice presidential debate got 500,000+ views and 2,000+ retweets including by CNN anchor Dana Bash and senior advisor to President Obama Valarie Jarrett.

Graphic Design Intern, SKDK

Winter 2020–Summer 2020, Washington D.C.

Designed digital and print content including social media ads, logos, animated banner ads, one-pagers, newsletters, etc. for clients such as Twitter, AWS, PGCP schools, and the Justice Action Network. Resized and edited existing content to fit size and media requirements. Worked with team members to create brand-specific decks and proposals for clients on Adobe, Microsoft Office, and Google platforms. Prepressed content for printing or final uploading.

Design/Communications Intern, Project Chimps

Fall 2019, Morganton GA

Rebranded their main events Chimp or Treat and Chimps Rock!, developing a logo, banners, fliers, etc. Developed the layout for the annual report strategic plan brochures. Developed video and animation content to show updates to the facility. Designed fundraising emails and maintained/created website content.

Bowdoin Orient Illustrator

2017–2019, Brunswick ME

Illustrated one-two articles per week in Bowdoin College's bi-weekly newspaper.