



CAROLINE COLLINS

**ART DIRECTOR +
DESIGNER**

EDUCATION

AUBURN UNIVERSITY
B.F.A., Graphic Design // 2014
Cumulative GPA: 3.69
Honors College, Dean's List

SKILLS

Branding
Advertising
Interactive design
UI design
Illustration
Typography
Packaging design
Publication design
Collateral design
Photography direction
Campaign conceptualing
Presentation design

EXPERIENCE

BIG COMMUNICATIONS

**ART DIRECTOR // JULY 2014 – PRESENT // BIRMINGHAM, AL
& PORTLAND, OR**

Built new brands from the ground up; rebranded existing companies; created advertising campaigns; developed social campaigns; directed photoshoots and videoshoots; built and delivered client presentations; designed websites, packaging systems, books, and collateral materials

Notable clients: Mercedes-Benz U.S. International, Bed Bath & Beyond, Valvoline Motor Oil, InSinkErator, Captain D's, Tenet Healthcare, Alabama Power Company, Southern Research, Jacksonville Airport, Alabama Department of Commerce, Birmingham Convention and Visitor's Bureau

22SQUARED

DESIGN INTERN // SUMMER 2013 // ATLANTA, GA

Concepted and delivered social media content, made app illustrations, built presentations, worked on the agency rebrand

Clients: Costa Rica Tourism Board, Publix, Dunkin' Donuts, Aaron's Furniture

FREELANCE

ART DIRECTOR & DESIGNER // 2014 – PRESENT

Branding and identity, websites, business materials, signage, children's book illustration, posters, long-form books, collateral materials

AWARDS & ACTIVITIES

8 SILVER ADDY AWARDS // Birmingham AAF // 2018, 2017, 2016

DIGIDAY AGENCY INNOVATION CAMP // Vail, CO // 2015

A-COMMENDED AWARD // Graphic Design Senior Project // Auburn University // 2014

INTERACTIVE DESIGN MERIT AWARD // Graphic Design Student Juried Show // Auburn University // 2014