

CAITLIN WORKMAN

636 288 7718 | cworkman.design@gmail.com | caitlinworkman.com

R/GA, Design Director, Creative Lead

New York, NY | Jan 2019 – Present

Campaigns, Creative Strategy, Systems and Digital Design,
Brand and Digital Transformation Initiatives

Manage and oversee a team of 10 creatives on a \$4M retainer.

Clients: Verizon, Express Scripts, Sephora, LIFEWTR

MIAMI AD SCHOOL, NEW YORK, Instructor

New York, NY | Jan 2018 – Present

Topics: Branded Content, Campaigns, Art Direction, Design

FREELANCE ASSOCIATE CREATIVE DIRECTOR, Various Agencies, Apologue, Valentine, Tate Projects

Remote | Jan 2017 – Present

Creative Strategy, Branding, Content Creation, Social, Video

Clients: Startups, Fashion, Beauty, Lifestyle, Health

WUNDERMAN, Senior Art Director, Creative Lead

New York, NY | Sept 2016 – Dec 2018

TVC Broadcast, Digital, Social, Print, Integrated Campaigns,
Technology, Transformation and Innovation Initiatives

Clients: New Business, ACC, Marriott, W Hotels, Unilever,
United Airlines, Coca-Cola, Zoetis, Dannon, King Games.

- Managed a team of 5 creatives, while growing new business
and creative opportunities.

- Design Leadership Team: Hire, mentor and oversee creative
talent while driving vision, innovation, and culture initiatives.

CAITLIN WORKMAN DESIGN, Founder, Creative Director

Remote | Jan 2015 – Present

Startup Consulting, Creative Direction, Strategy, Social,
Content Creation, E-Commerce Entrepreneur

MAKESENSE MEDIA, Creative Director, Strategist

Remote | Jan 2017 – Jan 2018

Idea Incubation, Business Strategy, Prototyping, Branding

PUBLIC PERSONA, Freelance Senior Art Director

Remote | June 2015 – July 2016

Strategy, Digital Design, Social, Branding

DMH ADVERTISING, Art Director

Kansas City, KS | June 2012 – April 2016

Video, Digital, Social, Print, Packaging, Branding, Interactive

Clients: New Business, Startups, CPG, Performing Arts,
Fashion, Spirits, Healthcare, Education, Tech.

EDUCATION

M.S. Strategic Design & Management

Parsons School of Design, The New School

New York, NY | 2015 – 2017

B.F.A. Design, University of Kansas

Lawrence, Kansas | 2008 – 2012

AWARDS + HONORS

2020 Young Shits Advertising Awards, Judge

2018 Adweek, Best Cause Marketing Campaign

2017 **PRINT Regional Design Annual**
150K Innovation Grant, Petco Foundation
Regional AIGA Awards
HOW Magazine International Design Awards

2016 **Communication Arts Typography Annual**
Regional AIGA Awards
HOW Magazine International Design Awards
HOW Magazine Marketing Design Awards

2015 **Communication Arts FRESH Feature**
Regional AIGA Awards, x6
Regional ADDY Awards, x3
HOW Magazine International Design Awards
HOW Magazine Marketing Design Awards, x3

2014-2012 Regional AIGA Awards, x7, Judges Choice
AIGA Design Archives Selection
Regional ADDY Awards, x9, Gold, Best of Show
District ADDY Awards, Gold

SKILLS

Creative Direction, Branded Content, Creative Strategy,
Integrated Campaigns, Photo & Video Production, Brand
& Business Innovation, Design Thinking, Ventures Design,
Business Model Design, Iterative Prototyping, Experience
Design, Brand Development, Systems Design