



## Objective

Forward-thinking creative with a visual design background, excels in collaborative environments. Consistently an active participant in critiques, values proactive communication, and takes on challenges with empathy. Solid business and marketing understanding aids in brand and concept development. Keen focus on accuracy, accessibility, and detail advocates for educated design choices.

## Experience

### Warschawski | Senior Graphic Designer

7 MONTHS | AUG '23 - CURRENT

Leading the design process from conception through execution. Production of designed assets across various forms of media including print, digital, and social media. Managing and mentoring junior designers and interns, while working closely with cross-functional teams to ensure high level of brand standards, consistency in production, and effective use of best design practices. Active participate in client meetings, proactively communicating with goal to understand their unique design needs and present solutions with creative problem solving.

### CMRignite | Graphic Designer

1.5 YEARS | DEC '21 - JUL '23

Conception of visual assets, including social media and email templates, for fundraising campaigns and event materials with internal marketing team on Jewish non-profit accounts. Production of digital assets for HHS COVID public health campaign, specifically targeting under-served minority communities. Generating assets on contracted government agency website redesign and content reorganization, utilizing the U.S. Web Design System (USWDS).

### Consilience Financial | Web Designer

3.5 YEARS | APR '18 - DEC '21

Creation of fulfillment websites as member of the internal MarTech Solutions team, working closely with front and back-end developers. Optimization of customer experience for email newsletter micro sites. Utilization of quantitative and qualitative data through analytical tools, identifying ways to improve products and services. Translation of consumer behavior data to create a persona and infographics for marketing and editorial use.

### Weber Advertising | Graphic Designer

1 YEAR | JAN '17 - APR '18

Following internship term, hired temporarily part-time, full-time following graduation. Asset creation with art directors and account executives, including branding materials, print signage, grocery store circulars, and media advertisements. Direct client communications and email and digital advertisement production.

### ADDITIONAL EXPERIENCE PROVIDING ACTIONABLE SKILLS

### NCAA | Field Hockey Umpire

4 YEARS | AUG '17 - NOV '21

Management of game using rapid decision making in high pressure situations. Communication with other officials, coaches, players, and administrative staff. Maintain proficient knowledge of rules, modifications, and enforcement. Ability to provide stability, agency, and remain resilient in times of conflict.

## Contact

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LINKEDIN carlycastle

## Skills

### Software and Programs

Adobe Creative Suite

Figma

ProCreate

### Experience Working in

Canva, Squarespace, Wordpress

Email Builders (Stripo, Klaviyo, Salesforce), Miro,

Asana, Microsoft Office Suite, G+ Suite

### Working Knowledge of

Google Analytics, Hotjar, FullStory, Clarity,  
HTML/CSS

### Web Design

Sitemapping

Wireframing

Design and Prototyping

User-Centric and Mobile-First Approach

### Other

Presentation Design

Report and Document Design

Copyediting and Proofreading

## Education

### Millersville University of Pennsylvania

2013-2017

Bachelor in Art, Graphic & Interactive Design

Focus, Minor in Marketing

## Awards & Involvement

NCAA Student Athlete, Varsity Field Hockey

2014 DII NCAA National Champion, 2016 PA

State Athletic Conference Champion, and

National Championship Semi-Finalist

NFHCA Scholar Athlete