



# CAROLYN BRANDT

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## EXPERIENCE

### Pennsylvania Horticultural Society

Freelance Designer | June 2023 - Present

- Designing/managing branded multimedia & print collateral
- Creating templates and custom graphic/motion content
- Curating photo collections for unique departmental needs

Graphic/Multimedia Designer | October 2020 - June 2023

- Designed the 2022 Philadelphia Flower Show branding, which included merch, print/digital ads, motion graphics, highway billboards and regional transit ads
- Managed projects to ensure adherence to budget/deadlines, set up design consultation meetings, and communicated with project drivers and marketing team
- Award received at Festivals & Events Association (IFEA) annual Pinnacle Awards: Pinnacle Award for the 2021 Flowers After Hours graphics

### Punch Media

Part-time Graphic Designer | March 2019 - July 2020

- Created digital email newsletter/invitations & print collateral for local food/beverage and retail clients including The Bourse, Royal Boucherie, Townsend Wentz, Bluebird Distilling, Philadelphia Brewing Company, Fond, Forsythia
- Photographed menu items/edited photos for social
- Implemented/scheduled content in Mailchimp

### FOODMatch

Graphic Designer | June 2017 - May 2018

- Designed new specialty food packaging for "Mediterranean Market by Divina" for Whole Foods
- Developed POP signage and marketing materials / ads
- Provide product/package mockups
- Edited/retouched product photos

### Freelance

Thirty West Publishing House | Dec. 2018 - Dec. 2020

- Designed book covers and collaborated with publisher and authors nation-wide

Neuroflow | May 2019 - Nov. 2019

- Designed collateral including social media graphics, posters, brochures and ads

Chick Invitations | Nov. 2018 - Sept. 2019

- Created original artwork for wedding invitations

## SKILLS

- Art Direction
- Book Cover Design
- Branding
- Email Marketing
- Illustration
- Invitation Design
- Motion Graphics
- Packaging Design
- Project Management
- Social Media
- Video Editing
- Typography

## SOFTWARE

- Adobe Creative Suite
- After Effects
- Illustrator
- InDesign
- Figma
- Premiere Pro
- Procreate
- HTML/CSS

## EDUCATION

### Tyler School of Art, Temple University

BFA in Graphic & Interactive Design

Minor in Art History

May 2016

### Temple University Rome

Italian Renaissance Art & Graphic Design

Summer 2013

## ACTIVITIES

- Alternative photo methods
- Oil and watercolor painting
- Workshops at The Halide Project
- The Woodlands Grave Gardening
- PHS Tree Tenders Volunteer