

Caroline Canty

Designer | Graphic Design & UX/UI

Phone: 978-987-1166 | Email: ccantyart@gmail.com

Portfolio: cantyart.com | LinkedIn: www.linkedin.com/in/caroline-canty-2a42011ba

Summary

Well-rounded Designer with expertise in graphic design, UX, and brand storytelling. Skilled in creating user-focused digital and print experiences that communicate clearly and perform effectively. Strong collaborator with a sharp eye for detail and a commitment to delivering purposeful, high-quality design.

Skills & Tools

- **Design Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Rush, Dimensions), Figma, WordPress, Showpad
- **UX/UI Design:** Wireframing, Prototyping, User Interface (UI) Design, User Experience (UX) Design, Information Architecture, Accessibility Design, Usability Testing
- **Marketing & Strategy:** Branding, Typography, B2B, B2C, SEO Optimization
- **Soft Skills:** Creative Problem Solving, Communication, Organization, Team Collaboration

Work Experience

Marketing Coordinator & Graphic Designer

WM Synergy | 09/2023 – 11/2024

- Created **30+ marketing brochures** and **email banners** tailored to both **B2B** and **B2C** audiences, contributing to a **15% increase in engagement**.
- Led a **redesign of 20+ sales presentations** for **SaaS product demos** and **client pitches**, improving overall **client response by 20%**.
- Managed and optimized **40+ website updates on WordPress**, enhancing navigation, aligning with **SEO strategy**, and supporting **B2B lead generation**.
- Developed **cohesive event branding** and assets, resulting in a **15% increase in attendance** and improved **cross-channel consistency**.
- Maintained and organized **50+ case studies** within **Showpad** and integrated **CRM tools**, improving access and efficiency for **sales** and **marketing teams**.

President, AIGA Salem State University

AIGA | 06/2023 – 05/2024

- Organized and hosted **monthly “Coffee with Creatives” networking events**.
- Represented student members at **AIGA Boston Board**, fostering professional relationships.
- Led event planning, meeting facilitation, and student engagement initiatives.

Marketing Coordinator Intern

WM Synergy | 06/2023 – 08/2023

- Assisted in branding strategy and content creation for digital campaigns.
- Contributed to marketing collateral for product launches and client outreach.

Education

Salem State University

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- **B.A. in Graphic Design**
- Minor: Media & Communications
- GPA: 3.9 (Summa Cum Laude)
- Presidential Arts Scholarship (2020–2024)

Certifications

- **Google UX Design Certificate** (Coursera)

Awards

- Silver Key Award (2024)
- The Creativity Awards (2024)

Technical Skills: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Rush, Adobe Premiere, Adobe Dimensions Powerpoint, Wordpress, Showpad, Figma, Branding, Visual Design, Wireframing, Prototyping, Creative Problem Solving, Communication, Organization, Team Collaboration, B2B, B2C, SEO, User Interface, User Experience, Collaboration, Wireframe, Hi-Fidelity, Lo-Fidelity, Usability, Prototype, Personas, Information Architecture, Interaction, B2B, B2C, SaaS