

Gloria Catherine

GRAPHIC DESIGNER

HELLO

I'm Gloria Catherine Waters.
I work with my heart and my hands.
Sacramento, California

REACH ME

gloriacatherinedesigns@gmail.com
5103221313
www.gloriacatherine.com

EDUCATION

FIDM/Fashion Institute of Design and Merchandising
Graphic Design, Branding Emphasis
(2010-2012)

SKILLS & CAPABILITIES

Proficient in
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Microsoft Word

Skillful in
Art Direction
Styling
Licensing
Client Relations
Content and Product Creation
Packaging Design
Photo Re-touching

EXPERIENCE

2018/Present
Jelly Belly Candy Company
– Graphic Designer

2012/Present
Off The Beaten Path Weddings
– Creative Director, Graphic Designer, Event Coordinator

2013/2019
Wendy K Yalom Photography
– Social Media Manager

2016/2018
SASS! Public Relations + Advertising Agency
– Graphic Designer

REFERENCES

Carrie Sass, SASS! Public Relations, Inc. 2099577277
Denise Lederman, FIDM Career Advisor 4156755200
Hamilton Pingol, Sr. Graphic Designer 7077046995

CLOSING STATEMENT

In my years of study and experience, I have created hand-lettered signage on multiple substrates, designed numerous marketing campaigns for a variety of events and services, and created countless digital media concepts for small businesses expanding their brand and message. On the same hand, I have also executed the design and branding for major product lines for a well-known confectionary company for the last 3 years. Over the course of my career, I have never stopped being true to my process: start from scratch paper and sketching, execute in rendering & detailing in pixels. And always hold on to passion for the craft.

Thank
you