

caroline menza

select work experience

Babylon Technology, Remote | Jan 2024 – Present

Freelance Graphic Designer

- Collaborate with the software development, marketing, and copywriting team to create app store preview images for several shopping center apps
- Manage several working projects and ensure deliverables are met on time utilizing project management techniques to improve efficiency

Rho Epsilon Real Estate Association, Remote | Jan 2024 – Present

Freelance Web Designer

- Develop a new website for Rho Epsilon Student Real Estate Association utilizing brand guidelines and identity to create a brand refresh
- Network with executive board members to implement design research into the website design while learning about the real estate industry

Camping World / Good Sam, Chicago, IL | June 2023 – Aug 2023

Marketing Design Intern

- Designed Good Sam emails using Stripo that incorporated brand guidelines and required communication through Asana with the digital marketing team to achieve deliverables
- Created print materials using Adobe InDesign for the internship capstone presentation and internship social events that required communication with all interns and management to accomplish goals

Wholesome Products LLC, Lemont, IL | May 2022 – Aug 2022

Creative Design Intern

- Designed packaging labels and print materials using Adobe Illustrator that incorporated knowledge of the brand image to reach targets
- Communicated with both production warehouse and office departments in a fast-paced, professional environment that required time-management and organizational skills to be successful

leadership & community

Melissa Wood Health, Champaign, IL | Jan 2024 – Present

College Ambassador

- Promote MWH to the University of Illinois campus through social media marketing and networking with campus organizations
- Utilize MWH brand identity to advertise and create engaging content to promote health, wellness, and mindful living

Kappa Kappa Gamma Executive Board, Urbana, IL | Jan 2021 – Dec 2021

Member Engagement Director

- Executed monthly sisterhood events to keep members actively engaged
- Presented to 100+ sorority members at weekly chapter meetings
- Encouraged positive relationships within the chapter by rewarding members with prizes and points opportunities

contact

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Portfolio

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education

University of Illinois

Urbana-Champaign

Bachelor Fine Arts in

Graphic Design

Expected May 2024

Minor in Media

GPA: 3.95/4.00

Campus Involvement

- Kappa Kappa Gamma sorority
- Active Minds Mental Health
- Campus Recreation

skills

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- HTML/CSS/Javascript
- Figma
- WordPress
- Adv. Spanish-speaking