

CAROLINE DIGEL

SENIOR GRAPHIC DESIGNER

CONTACT

caroline.digel@gmail.com
440 478 6251
[linkedin.com/in/carolinedigel](https://www.linkedin.com/in/carolinedigel)
Located in Cleveland, OH

PORTFOLIO

[carolinedigeldesigns.com](https://www.carolinedigeldesigns.com)

DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Creative Suite
Figma
Microsoft Office
Google Workspace
Procreate

SKILLS

Branding/Brand Identity
Logo Design
Typography
Packaging
Ui Design
Design Systems
Animation
Photography
Communication
Time Management
Attention to Detail
Storytelling

INTERESTS

Beauty
Hair Care
Makeup / Skincare
Fashion
Lifestyle

ABOUT

Senior Graphic Designer specializing in all things creative design — brand identity, logo design, packaging, Ui design, and more. My professional experience has given me the opportunity to work with a wide range of clients from local to international companies. I believe design is a language — a powerful tool for communication. My mission is to translate your company's vision into a compelling visual identity.

EXPERIENCE

DONER ADVERTISING AGENCY | DETROIT, MI (REMOTE)

Doner is a full-service advertising agency servicing national and international brands including Aveeno, Johnson's Baby, Tishman Speyer, The UPS Store, Motrin, Stellantis (Dodge, Chrysler, RAM, Jeep, Fiat), and more.

SENIOR DESIGNER
DESIGNER
DESIGN INTERN

JULY 2024 — SEPTEMBER 2024
AUGUST 2021 — JULY 2024
JUNE 2021 — AUGUST 2021

- Conceptualized and created unique brand identities that target the company's objectives and consumer needs. This included creating logos, typographic systems, color palettes, and design elements.
- Produced a diverse array of advertising materials in accordance with brand standards, including social media content, email campaigns, packaging designs, point-of-sale kits, presentations, display ads, and mockups.
- Collaborated internally with fellow designers and other teams to create innovative solutions that not only met client requirements, but also enhanced project outcomes through creative thinking.
- Worked with clients to conceptualize designs, ensuring their expectations were met by incorporating feedback and maintaining timely project delivery.
- Delivered compelling presentations to both internal teams and clients, effectively communicating my design process and rationale behind creative decisions, supported by competitive analyses, case studies, mood boards, and brainstorming sessions.

KNUTH'S BOUTIQUE | PEPPER PIKE, OH

SOCIAL MEDIA GRAPHIC DESIGNER | JULY 2020 — DECEMBER 2020

A MAGAZINE | KENT, OH

PHOTOGRAPHER | FALL 2018 — SPRING 2019

EDUCATION

BACHELOR OF FINE ARTS IN VISUAL COMMUNICATION DESIGN
KENT STATE UNIVERSITY | 2017 — 2021

Honors College | Overall GPA: 3.75 | Dean's List for 7/7 Semesters
Trustee Scholarship Recipient | Studied Abroad in Florence, Italy, Summer 2019