

# Cait Lee.

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## SENIOR GRAPHIC DESIGNER

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### About Me.

I specialize in creating impactful designs across digital and print media. From branding and logo design to typography and photography, I deliver cohesive visual identities that engage audiences and elevate brands. I have a keen eye for detail and a deep understanding of design principles to ensure innovative, results-driven solutions.

### Experience.

07/2021 - 09/2024

GOAL ZERO | Graphic Artist

Designed visually engaging packaging and e-commerce graphics, ensuring alignment with brand identity and marketing strategies for customers. Collaborated with overseas suppliers, engineering and sales teams to create solutions that enhanced the user and product experience.

02/2019 - 02/2021

DEVOUR UTAH MAGAZINE | Freelance Photographer & Writer

Captured vibrant food photography and wrote engaging articles featuring local restaurants, culinary trends, and recipes. Developed content that showcased the unique dining experiences on topics ranging from local chefs, artisan breads and cheese, recipes and more.

05/2017 - 10/2019

BASECAMP FRANCHISING | Marketing Graphic Designer

Created materials for signage, print, and social media promotions. Brainstormed marketing campaigns with franchisees - car wraps, billboards, and advertisement. Implemented and tested in-house task management software to standardize work flow and productivity.

05/2015 - 05/2017

PLANET JACKSON HOLE | Art Director

Worked closely with the editor and sales department to ensure budget and content/ad ratio. Weekly newspaper production, creation of cover art and direction, page layout and ad placement.

### Education.

2011 | University of Utah  
BFA: Graphic Design  
Minor: International Relations

### References.

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