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# caitlin lomen

**Graphic Designer & Illustrator**

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## about

Curious and collaborative graphic designer with 10+ years experience working in in-house creative and marketing. Advanced Adobe suite user with expertise ranging from presentation design to online asset creation, to print production and beyond. Excellent interpersonal communication skills with strengths in project management and timely delivery of assets. Thrives as part of an enthusiastic team on a deadline.

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## education

**BFA - GRAPHIC DESIGN**  
**Portland State University**

**BA - ANTHROPOLOGY**  
**Western Washington University**

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## expertise

**InDesign**  
**Illustrator**  
**Photoshop**  
**Keynote**  
**PowerPoint**  
**Miro**  
**Mailchimp**  
**Spotify**  
**Illustration**  
**Handlettering**

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## experience

**MITCHELL+PALMER**  
**Graphic Designer, Micron Creative Studio**

November 2020 - July 2023

Developed artwork, layout and concepts for digital and print brand assets, advertisements, signage, banners, presentations, posters, social media, environmental design, websites, and events.

- Presented and defended design deliverables to peers and executive-level stakeholders
- Execution of re-branding Micron assets, including graphics and photography, from Brand 3.1 to Brand 4.0

**BROOKLYN TWEED**  
**Graphic Designer**

May 2018 - March 2020

Created and managed all layout and design for internal and external digital and print materials. Worked closely with the Creative Director to maintain and evolve the brand's aesthetic.

- Designed and produced all graphic and marketing materials, including knitwear patterns, newsletter campaigns, social media marketing, wholesale marketing materials, print and online advertising, packaging, and lookbooks
- Conceptualized, designed, and managed production of packaging and product design for Brooklyn Tweed products (yarn, knitting kits, sewing patterns, etc.)
- Oversaw and coordinated work provided by Junior Graphic Designer
- Managed digital assets and photo library and enumerated, maintained, and distributed brand assets and standards

**NIKE**  
**North America Sales Design Lead**

July 2017 - May 2018

Owned all strategic design and communication efforts for the North American sales channel, and acted as the North America Brand liaison overseeing all marketing initiatives to ensure that images and messages aligned with brand identity and voice.

- Developed, designed and managed presentations for the VP of North America Sales and his Strategy Director to bring key stories to life for internal and external partners
- Executed communication and branding strategy to engage and influence employees across NA Sales
- Contributed regularly to overall North America Sales team discussions and planning to integrate internal targeted storytelling and communication
- Worked across internal functions to assist in producing quarterly events and presentations for the whole of the North America Sales team

**CHRIS KING PRECISION COMPONENTS**  
**Graphic Designer & Softgoods Lead**

August 2013 - July 2017

Conceptualized, designed, and managed all graphic design needs for the business, including product and event marketing assets, print collateral for events, packaging, and branded softgoods.

- Designed and created all marketing materials for product releases and events
- Web design, development and upkeep
- Art directed, edited, and organized product and lifestyle photography
- Redesigned, managed, and launched a modernized softgoods offering