

Catherine Rosenwald
Multidisciplinary Designer

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EXP. '17 R/GA
New York, NY
Experience Designer

Through an agile method process, worked with a range of designers and product managers to build and ship an app. I created user flow wireframes to fulfill client and team requirements while maintaining simple, functional, and intuitive UI. Additionally provided detailed annotations to engineers, created clickable prototypes used in testing and observed user interviews to inform improvements on demand.

'14 General Assembly
— **New York, NY**
'16 Product Designer

Led product design efforts for the online learning platform. Utilized various research methods, data, and metric analysis to inform strategy, experience mapping, execute new features, and upkeep the user and admin facing platform while balancing customer needs and business goals. Worked cross-functionally with stakeholders, project managers, operations, and engineering team to ensure transparency, consistency, and business alignment.

General Assembly
New York, NY
Designer

Responsible for entire concept to implementation process for marketing, print and social media assets, icon and illustration sets, physical product (swag), and environmental graphics.

'12 MODCo
— **New York, NY**
'13 Graphic Designer

Conceptualized and designed brand assets including logos, icons, patterns, color palettes, customized typefaces, marketing collateral and print production mechanicals for several clients.

'12 Sephora
San Francisco, CA
Graphic Designer

Responsible for the design and print production set up for environmental graphics such as in-store signage, displays and event posters.

'11 TRX Training
— **San Francisco, CA**
'12 Graphic Designer

I designed ad campaigns, environmental graphics, print material, infographics and assisted with photoshoots and post-production retouching.

EDU. '17 General Assembly
Front-End Web Development
HTML, CSS, JavaScript, jQuery, GitHub

'10 Art Center College of Design
Art Center at Night
Continued studies in Graphic Design

'05 California State University Northridge
— **Mike Curb College of Arts, Media and Communication**
'10
Bachelor of Arts in Graphic Design

SKL. Product Design
User Experience
User Interface
User Research
Web + Mobile
Responsive Design
Strategy
Rapid Prototyping
HTML + CSS

Visual Design
Concept Development
Branding + Identity
Icon + Illustration
Print + Production
Environmental Graphics
Photography + Direction
Event Styling
Packaging

TLS. Adobe Creative Suite
Sketch
Principle
Invision
GitHub
MailChimp
Keynote
Trello
Slack

Freelance Clients
Chartbeat, Melting Butter, Carmen Chan, Jason Lam, Pierce Liu, Forkable, Art With Impact, Films With Impact, Paper Bag Fund, Rowland & Moore LLP, KraftWorks, Easy Order, NELA, OFSCA, and JitenDaiko