



CATIEBELLE BULMER

*artist * designer * radical optimist*

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EDUCATION

- **Master of Fine Art**
Academy of Art University
Advertising with a focus in Art
Direction & minor in Copywriting
2014 – San Francisco, CA
- **Bachelor of Fine Art**
Kutztown University
of Pennsylvania
Graphic Design, with a focus in
Illustration & Advertising Design
2011 – Kutztown, PA

SKILLS

- Adaptability & versatility in various fine art styles & mediums
- Adobe Creative Suite (Photoshop, Illustrator, & InDesign)
- Unique Hand-Drawn Illustrations
- Branding & Identity Design
- Advertising Design for Cross-Platform Campaigns
- Website Design
- Hand Lettered Signage & Murals
- Copy Editing
- Project Leadership & Time Management
- Presentation & Communication Skills
- Marketing & Self-Promotion
- Attention to Detail & Composition
- Collaboration & Community Building

STRENGTHS AS AN EDUCATOR

- Experienced Educator – Previous teaching experience at the university level, able to develop & deliver engaging curriculum.
- Industry Knowledge – Extensive experience working with international brands, bringing real-world insights into the classroom.
- Mentorship & Guidance – Passion for mentoring students & helping them build their portfolios & careers.

WORK EXPERIENCE

- **Artist / Shohola, PA**
Visual artist working on paper and canvas in the mediums of ink, pencil, pastel, and acrylic.
- **Freelance – Graphic Designer & Illustrator / remote**
Clients including 40/40 Agency, AIGA, Amri Studio, Arms & Anchors, Bare Bottoms Brewery, Berks County Humane Society, BUMC, ChangeWorks Institute, Dudesshopping.com, Strong Man, River's Edge, ROI DNA, Parker & Parker Art, Washington Nationals, Yogic Self-Care
- **The Art Institute of Portland – University Professor / Portland, OR**
Instructed 11-week university courses to BFA students with concentrations in graphic design, advertising, design management, fashion marketing, and photography. Courses included Art Direction, Publication Design, Illustration, Collateral Advertising, Rapid Visualization, & Corporate Identity.
- **TipTap Dance for Charity – Creative Director / Portland, OR**
Led a creative team at a digital start-up through: Brand launch - style guide, visual assets, social media planning and content creation, photo and video shoot direction, brainstorming, storyboarding, script writing, copy editing, UX/UI design, marketing collateral, app store design, project management and structuring team work flow. App & website development - market research, pencil sketches, wire-framing, prototyping, beta testing, bug fixes, app store release.
- **Leo Burnett – Art Director / Chicago, IL**
P&G Secret "Mean Stinks" campaign including print, social and activations.
P&G Secret brand print, web banners and commercial storyboards. Kashi GOLEAN "The World Is My Gym" campaign including print, web, social and activations. Kashi Organic Promise "Connected" campaign including print and social. Also worked on Coke, Special K, McDonald's and Kellogg's.
- **BarretSF – Art Director / San Francisco, CA**
Rubio's brand design in POP, print collateral and web banners. Also worked on YP, PAC12 Network and WWE2K.
- **Composition4 – Art Director / San Francisco, CA**
San Francisco Baseball Academy brand identity and website redesign.
Academy of Art University editorial design and marketing collateral.
Monterey Bay Aquarium mobile app development and online videos.
4th Seal Winery, Epic Machines, and Architecture for Humanity brand identity.
- **Crayola – Graphic Design Intern / Easton, PA**
Worked with company designers and illustrators to prepare digital artwork files and build package comps, presentation materials, logo designs, signage and point of sale displays. Illustrated and designed numerous promotional pieces for Crayola, Marvel and Nickelodeon. Gained experience in professional photo shoots and high volume printing.
- **KU Student Union – Graphic Designer / Kutztown, PA**
Created various posters, pamphlets, logos, t-shirt designs and other promotional collateral for campus clients.