

Catricia Gulick

Art Director

✉ catricia.gulick@gmail.com

☎ (903) 343-4335

📍 2567 Paces Ferry Rd SE,
Atlanta, GA 30339

Education

Bachelor of Fine Arts in Graphic Design at Savannah College of Art and Design

Aug 2010 - May 2015

How to effectively communicate with clients to create a cohesive design that meets their needs while also staying true to my own artistic vision.

Links

[linkedin.com/in/catriciagulick](https://www.linkedin.com/in/catriciagulick)

Skills

Adobe Creative Suite

Photography

Graphic Design

Typography

Layout and Composition

Color Theory

Languages

English

Hindi

Employment History

Art Director at Coca-Cola, GA

Mar 2022 - Present

- Led a team of 4 designers in creating the visual campaign for a new product launch that reached \$2M in sales in the first month.
- Ideated and created an annual report design for a client that received industry-wide recognition, winning 3 awards.
- Managed projects with up to 8 stakeholders across departments while maintaining quality control throughout the process.
- Defined art direction style guides used by 5+ teams globally, resulting in increased efficiency and consistency.
- Trained 2 junior designers on best practices, which resulted in 50% faster project turnaround time.

Senior Art Director at Delta Air Lines, GA

Sep 2018 - Jan 2022

- Led a team of 5 designers in creating the visual identity for a new luxury fashion brand. The project included developing the logo, choosing typefaces and colors, and designing all print collateral.
- Increased sales by 20% through innovative design solutions for a major retailer's seasonal campaign.
- Created an award-winning ad campaign that generated buzz and increased awareness for a small start-up company.
- Researched, wrote, and designed an 80-page report on current trends in web design which was used as training material for junior staff members.

Lead Art Director at The Home Depot, GA

Sep 2015 - Aug 2018

- Led a team of 5 designers in creating the visual identity for a major corporation.
- Worked with clients to develop and execute creative briefs.
- Ideated and created concepts for ad campaigns, social media content, web design, etc.
- Managed projects from start to finish within budget and timeline constraints.
- Presented work to clients and successfully sold them on ideas/concepts.

Certificates

Certified Art Director (CAD)

Sep 2020

Certified Digital Marketing Specialist (CDMS)

Jan 2019

Memberships

American Institute of Graphic Arts (AIGA)

Society for News Design (SND)