caroline judy

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EXPERIENCE

Pacify Health

Designer *Remote • 3/2023 - Present*

- Draft, organize, and execute creative projects to increase product KPIs, improve internal workflows, and propel brand awareness amongst eligible Pacify members
- Plan and build email, MMS, SMS, push notification, and in-app content templates in customer engagement platforms
- Collaborate with Product Development team to plan and execute stepped launches to achieve ideal state of mobile app and website, from story mapping & style sheets to final designs & implementation

Junior Designer *1/2022 - 3/2023*

- Collaborated with Marketing Team to design action-focused email, SMS, and MMS campaigns to drive enrollment & engagement in Pacify app
- Partnered with Product Development team to re-design Pacify app interface and draft ideal state of product
- Maintained partner-facing website; built and maintained over 30 cobranded landing pages for client populations
- Designed and built a robust archive of digital and print B2B sales collateral including brochures, flyers, postcards, business cards, one-pagers, white papers, case studies, pitch decks, & email templates

Freelance Designer *Contract • 5/2021 - 1/2022*

- Conceptualized and constructed a rebrand based on competitor analysis, internal team consultations, industry research, and partner & consumer-focused surveys
- Designed a clean, navigable partner-facing website tailored to B2B sales
- Built a digital library of custom illustrations, icons, infographics, and templates to be utilized across the organization
- Designed & curated branded social media content to improve brand awareness and drive social engagement by up to 200%

Self-Employed

Freelance Brand Designer *State College, PA • 12/2019 - 5/2021*

- Sourced local clients and partnered with small business owners to construct brand identities and design marketing materials including logos, illustrations, social media assets, websites, print materials, & ads

EDUCATION

Pennsylvania State University

University Park, PA
Bachelor of Fine Arts, Design
Class of 2019

SKILLS

Design

Typography, Layout, Color theory, Illustration, Brand discovery, Marketing, Social media, Logo, B2B & B2C, UI design, Presentation design, Data visualization, Email & website design, Understanding of HTML, CSS

Technical

Adobe Creative Suite, Figma, Google Workspace, Braze, MailChimp, Constant Contact, Microsoft PowerPoint, MailChimp, Constant Contact, Hootsuite, Branch.io, WordPress

Personal

Organization, Communication, Collaboration & teamwork, Time management, Multitasking, Customer service, Entrepreneurship