

## EXPERIENCE

### *Caitlin Alderfer Design*

**OWNER, DESIGNER, ILLUSTRATOR**  
*arlington, va • 2021 - present*

- Expanded on 8+ years of freelance design and artistic experience through launching LLC design business full time.
- Capabilities span a wide range of offerings, from surface pattern and graphic design, to commissioned art, illustration projects and wedding stationery.

### *Mud Pie, LLC*

**GRAPHIC DESIGNER,  
SURFACE PATTERN DESIGNER**  
*atlanta, ga • march 2016 - march 2021*

- Concepted and designed marketing materials ranging from magazine print ads to trade show escalator and wall graphics.
- Designed custom repeat patterns and illustrations for products across Home, Women's and Kids product lines, both vector and raster-based as needed.

### *The Coca-Cola Company*

**GRAPHIC DESIGNER, KO:OP**  
*atlanta, ga • march 2015 - march 2016*

- Created a wide array of projects as part of small ad agency team within the North America corporation, ranging from internal rebrands to point of sale and social media content.

### *Carter's Inc.*

**CONTRACT GRAPHIC DESIGNER**  
*atlanta, ga • aug 2014 - dec 2014*

- Collaborated on packaging rebrand across all three Carter's brands.
- Made icons for seasonal packaging and brand extension logo mark.

### *Nordstrom*

**PERSONAL STYLIST**  
*mclean, va • oct 2011 - dec 2012*

- Built and sustained relationships with customers, using a love of fashion, service and people to bring their personal style needs to life.

## EDUCATION

### *The Creative Circus*

**GRAPHIC DESIGN** | *atlanta, ga • jan 2013 - dec 2014*

### *Sewanee: The University of the South*

**BA FINE ART; MINOR PSYCHOLOGY** | *sewanee, tn • 2007 - 2011*

### *The Martin Agency*

**STUDENT WORKSHOP** | *richmond, va • june 2010*

## CLIENTS

the langham hotel, chicago • cake for dinner • the four seasons, palo alto  
relativity textiles • the coca-cola company • playing in traffic records  
carter's • mud pie • brides • friends of the everglades • lady captain  
martha stewart weddings • quarterly west