

# CATHRYN PRATT

GRAPHIC DESIGNER & ILLUSTRATOR



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## TO WHOM IT MAY CONCERN:

Please allow me this opportunity to provide some background on my design experience!

For the past 3 years, I've worked as a graphic designer at the toy company MJ Holding Inc/Grin Studios in Chicago, IL. My duties have included creating a fresh, new look for their entire 120 page product catalog, while maintaining all images and information on each page. I also regularly created original vector art for social media posts, coloring pages, logos, and graphic art assets for packaging. This past year, I also had the privilege of creating signage for our booth at the 2024 Annual Toy Fair in NYC, where I attended to help our team manage our booth and displays.

During my time at MJ Holding, I was singled out specifically for my "cute" design style to work on a new children toy series. The team supervisor chose me to design the entire series because of my ability to create cute, endearing characters and facial expressions. This was a huge compliment, since I was not hired to do product design! And although they only asked for a front and back view, I provided the team with several views (side, top, bottom, etc.) and in full color for all 12 characters and their companion bases/platforms. The extra work was appreciated and was a much-needed help in the creation of the products.

Before MJ Holding, I was the Lead Product Designer at Precious Moments in Itasca, IL for 4 years. I also had the opportunity to do some freelance graphic design work for Tyndale House Publishers, a Christian book publisher located in Carol Stream, IL. Additionally, my illustrations were published regularly in two young girls magazines produced by the Christian girls' club GEMS (distributed in the US and Canada).

As a Graphic Designer and Illustrator with experience working in various organizational settings (with Cintiq/Wacom, Adobe Creative Suite and Clip Studio Paint experience), my responsibilities have been diverse. I've seen each product through from the initial concept phase where I often illustrated concepts and provided detailed research on trends to the final phase of completion where I analyzed the physical product, created accurate revisions (through Photoshop) and provided detailed notes for overseas manufacturers.

As a general rule, the places where I have worked have been so fast-paced that there is never time for a learning curve. I don't get stressed, however. Instead, I enjoy taking on new challenges and completing each design project with creativity and a positive attitude!

For example, as the Lead Product Designer at Precious Moments, Inc., I was hired primarily for my knowledge of design and not necessarily for illustration. However, with my extensive background and love of illustration, I quickly learned how to draw and stylize my Precious Moments illustrations to perfection. Thus, giving our manufacturers an accurate depiction to follow when creating our figurines. I was even singled out by our Master Sculptor as one of his favorite designers to work with because of my positive attitude and willingness to learn.

My job experience has also included researching creative ideas and trends, creating new color and style guides for various product collections, and collaborating with cross-functional teams of photographers, designers, writers, and others. I thrive in a demanding environment where deadlines are crucial and accuracy and attention to detail are a given. I'm also proficient in a variety of software, pick-up new techniques quickly, and am very flexible in adapting to the demands of clients and/or co-workers.

In short, I am a hard-working graphic designer and illustrator with lots of hands-on experience. And I would welcome the opportunity to interview with you! Thank you in advance for your time and consideration.

**Yours sincerely,**  
Cathryn Pratt