

CATHRYN PRATT

GRAPHIC DESIGNER & ILLUSTRATOR



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A LITTLE MORE ABOUT ME:

Examples of Going the Extra Mile:

A large part of my job at Precious Moments was to render services beyond the design aspect of the job. For example, I regularly created highly detailed photoshopped "before and after" revisions which included equally detailed notes for when we received initial samples that were far from the "perfect" final phase. I also spent long hours in our product room where I received all incoming shipments of samples. I unwrapped and displayed all initial samples for my supervisor the Product Development Manager. Together we review them and discuss changes. Then I would prepare revised images and notes, sending them via email to our overseas manufacturers in China and Indonesia. I would also prepare countless shipments of revised and final samples to the both Precious Moments headquarters located in Carthage, MO and to our various manufacturers overseas as well. I did all of this with a gracious and positive attitude! I took pride in keeping our Product Room clean, always vacuuming up the styrofoam and constantly organizing our packing products such as bubble wrap and boxes. I always strived for my best in all aspects of my job, whether it be design or simply pitching in to help keep things neat. At every position I've held, I've always been commended by my coworkers and supervisors for my constant positive attitude and willingness to help others!

Types of Products I've Worked On:

The types of products and services I have gained experience in (and have provided superior design quality and expert customer service) have been incredibly diverse! Products: Precious Moments figurines; gift and home decor such as picture frames, trinket boxes/dishes, wall art, kitchen accessories such as dish towels, oven mitts, etc.; young girl and baby items such as feeding plate and container sets, night lights, oil diffusers, shelves; Holiday items such as snow globes, ornaments, candle holders, gift bags; illustrations and hand-drawn designs for products such as photo frames, ornaments, figurines, jewelry.

One Aspect of the Design Process I Enjoy:

I always enjoyed the research phase of the design process. I do find it helpful and fun to put together my findings of design research for my supervisors and coworkers. I'd regularly create pdfs of design inspiration and/or product ideas in a clean, organized layout. Whether it was for a team brainstorm or simply for fun, I would often come in with sample design ideas (ex. children books, a greeting card with a cool design, magazines, a Christmas ornament etc.) or photos of products I'd come across from visiting stores or researching products online. You never know where the next inspiration or idea will come from, so I always loved finding new ideas and sharing them with others.

My Background in Communications/Customer Service:

I've held several office positions (before my more recent design jobs) as a highly skilled receptionist/administrative assistant with lots of hands-on experience in customer service. Even during times I've had full-time employment, I often was employed at Walgreens on the weekend working as the first point of contact to greet and ring up customers. At every position I've held, I have often been commended for working well with others and having an extremely positive attitude. I've held various administrative assistant and retail positions, so I excel in top-flight communication and customer service skills. When I worked as the Lead Receptionist for Bradley University's Smith Career Center (located in Peoria, IL), my job experience included researching materials and creative ideas for the department on a regular basis. I even was able to do quite a bit of graphic design for their promotional materials. I greeted everyone from students, employers, and my fellow staff members with genuine kindness and professionalism. I also coordinated job fairs and various other career events. As a going away gift to the department I created an 80 page receptionist manual, which they still use to train new receptionists today. Although it wasn't my profession (design) I did enjoy my time there, because I do feel I have a natural talent to encourage others and provide an expert customer service experience.