



zoë cato

education

graphic design bfa, 2016
summa cum laude,
georgia state university.

abilities

design

identity

collateral

print and packaging

social campaigns

environmental

layout and editorial

web and digital

film and motion

project management

digital photography

art direction

illustration

hand-lettering

film photography

printmaking

etc.

team player

problem solver

creative thinker

compulsive organizer

not a jerk

experience

sasso & co, 2018–present
designer, atlanta, ga.

- work with a small team specializing in food, beverage, and hospitality design
- manage own workload under quick deadlines, changing priorities, and budget constraints
- present work internally and externally in a concise, professional, and convincing manner
- communicate internally and externally to ensure a successful end product that exceeds client's goals

gentleman design & works, 2016–2018
designer, atlanta, ga.

- worked with design leads bart sasso & roy fleeman to design and produce materials across a range of media
- developed new brand identities as well as expanded established identities

the bitter southerner, 2016–2018
through gentleman design & works, atlanta, ga.

- designed and developed weekly online editorial features and biweekly columns
- strategised and designed biweekly newsletters through mailchimp to an audience of over 30,000

atlanta science festival, 2015–2016
through georgia state university, atlanta, ga.

- collaborated with a small team to rebrand, promote, and campaign for a nonprofit festival which attracted over 50,000 attendees
- worked closely with clients to gain constructive feedback and ensure all goals were met

sp richards co, 2014–2015
design and marketing intern, smyrna, ga.

- designed internal and external marketing materials for a multinational B2B wholesaler
- strategized and designed catalog covers and ad campaigns for nationwide marketing programs
- worked closely with marketing director and a small team to pitch internal initiatives