

CATHERINE WILLIS

DESIGNER &
ILLUSTRATOR

☎ (248)525-9182

✉ catwillisgraphics@gmail.com

🌐 www.catwillisgraphics.com

WORK EXPERIENCE

VMLY&R

Senior Designer | 2018 - Present

- I work on the Ford Design System team and we are responsible for creating the components that will unify Ford's web, app, and in-vehicle experiences.
- This library of components is accompanied by detailed standards, guidelines, prototypes, design files and implementation resources for designers and developers to create a shared visual language.

JACKSON DAWSON

Interaction Designer | 2015 - 2018

- Coordinated closely with Account Executives, Producers, and collaborated with other departments on a series of projects from concept to completion. Worked on asset creation and design implementation to meet requirements, deadlines, and budgets for Converse, zMAX and a variety of large automotive brands including Ford, Lincoln, Honda, Dana, and Acura.
- Responsibilities included supporting during the pre-production phase with storyboards, wireframes, mockups and concept art to communicate user flows, interactions, and animation sequences.

TMV GROUP

Art Director | 2013 - 2015

- Worked closely with Creative Directors and Art Directors, communicated and implemented art direction, generated assets for social and email marketing campaigns and developed HTML templates for email blasts.
- Designed responsive layouts and content for websites, created motion graphics, digital illustrations, photo retouching, and video editing.

EXXODUS PICTURES

Graphic Designer | 2013 - 2014

- Design digital content to promote the supernatural thriller, Jinn, and monitor the film's presence on social media and blogs.
- Design print material for the film's red carpet premiere including brochures, booklets, and itineraries.

SOFTWARE

Photoshop
Illustrator
InDesign
Sketch
Abstract
InVision Studio
After Effects
Premiere

SKILLS

UI Design
Storyboarding
Illustration
Print Design
Branding
2D Motion Graphics
Video Editing

EDUCATION

International Academy of Design and
Technology - class of 2014

BFA in Digital Media Production

ACHIEVEMENTS

Best Sound Design - 2013
48 Hour IADT Film Festival

Work Featured in
Artistik Magazine

ADDITIONAL SOFTWARE & TOOLS

Storyboarder · Bridge · XD · Microsoft Office

LANGUAGES

Spanish - Native
English - Full Professional Proficiency