

Caroline Lavallee

Designer | New York City



Profile

I am a designer based in Brooklyn, NY. I enjoy working with different media and building thoughtful and inventive brands. I have experience working with both small local businesses and major companies.

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe Fresco (iPad)
- Digital Illustration
- Branding and Visual Language
- Typography & Composition
- Product Description & Content Writing
- Social Media

Education

BFA Packaging Design

Fashion Institute of Technology

August 2020 - August 2022

AAS Communication Design

Fashion Institute of Technology

August 2018 - May 2020

Contact



603.521.0087



CarolineLavaDesign@gmail.com



CarolineLava.com

Experience

Adventure Media & Events

December 2022 - Current, Manhattan NYC

- Designed graphics packages for brand promotions
- Created article headers for the Toy Insider and Pop Insider
- Designed branded templates and backgrounds for various social media accounts
- Worked with brand assets and product photography

Dragon Rouge

January 2022 - May 2022, Manhattan NYC

- Developed relevant and on trend concepts for brand extensions based on brand personality
- Created concepts for client-facing and internal case studies
- Designed Amazon e-commerce content using brand assets with strict brand guidelines
- Researched and presented consumer and category trends for strategy development

Make It Real

July 2021- August 2021, Manhattan NYC

- Updated existing packaging to be more sustainable
- Designed and updated app content using Adobe Illustrator
- Retouched photography for Spring 2022 e-commerce

Make It Real

March 2020, Javits Center NYC

- Conducted Sales Presentations to prospective buyers
- Assessed potential inventors & designers presentations
- Prepared contacts and trade show notes for sales follow up

Naomi Sarna Designs

March 2019 - September 2019, Manhattan NY

- Oversaw client connections, photo shoots, and shows
- Retouched product photography
- Consulted with clients, manufacturers, and suppliers