

# CAITLIN WAGNER

**DESIGNER & VISUAL ARTIST**

**Chicago, IL**

she/her  
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**HELLO.** I work with organizations to highlight their personality and connect them with ideal clients by developing a unique brand story across channels that is supported through visual identity and product design.

## DEVELOPMENT

### **Comfort Station Logan Square**

*Exhibitions Manager*

2022

Foster community connections at the intersection of art and life by working with local artists and volunteers to produce, promote, and present monthly multidisciplinary exhibitions that activate a historic building.

### **AIGA Chicago**

*Member*

2020 - Present

## EDUCATION

### **University of Wisconsin Madison**

Bachelor of Science

*Fashion & Textile Design*

*Entrepreneurship*

### **Fashion Institute of Technology**

Associate in Applied Sciences

*Fashion Design*

## DESIGN SKILLS

Brand Identity Design, Development  
& Front End Website Management  
Exhibition Design & Curation  
Illustration, Lettering, & Logo Design  
Set Design, Prop Fabrication  
& Installation  
Flat Pattern Design & Draping  
Technical Line Flats & Spec Sheets  
*Adobe Photoshop, Illustrator  
& InDesign*

## PRACTICAL SKILLS

Project Strategy & Organization  
Production & Event Management  
Research, Analysis & Development  
Sourcing & Sampling  
Client, Customer & Vendor Relations  
Effective Communication & Workflow  
*Microsoft Office Suite*

## PROFESSIONAL EXPERIENCE

### **Floating World Gallery**

*Graphic Designer*

**Chicago, IL**

Nov. 2021 - Present

Enhance digital presentation by developing brand identity and marketing materials for website, social media and direct contact with clients.

Improve sell-through rate at online auctions by preparing high quality images of artwork.

### **Chicago Shakespeare Theater**

*Props Artisan As You Like It, Q Brothers Christmas Carol*

**Chicago, IL**

Fall 2021

Elevated visual presentation on stage by repairing and modifying traveling props, with additional fabrication and adaptation of props to specifications determined by Set Designer and Production team.

### **Gemini + Penelope's**

*Sales & In-House Graphic Design*

**Chicago, IL**

Nov. 2018 - March 2020

Increased flow of customer walk-ins and web orders by creating graphic elements used for custom signage, promotional products, and visual merchandising.

Enhanced brand identities and recognition for each of the sister stores by collaborating with owners to differentiate concepts through the design and integration of unique graphics into the retail environment.

### **Wildflower + Co.**

*Design & Production Assistant*

**Brooklyn, NY**

July 2016 - Aug. 2018

Increased levels of customer engagement through product design and content creation for social media and web store featuring DIY elements that reinforced the brand's core values. Established a visual identity for the developing brand by fabricating custom props for visual merchandising in product photography and retail.

Supported expansion of geographical sales territories and cultivated brand awareness while growing B2C and wholesale channels through exhibition design at trade shows.

Conducted R&D for new products and programs, including creating original patterns, tech packs and samples for factory production while also developing in-studio production of made-to-order goods. Established best practices and trained others.

## ACHIEVEMENTS

### **Awards**

*YMA Fashion Scholarship 2016*

*Best In Show UW Madison Campus Art Show, 2015*

### **Featured Designer**

*FIT AAS Exhibition; Threads & Moda Fashion Shows; SoHE Annual Design Exhibition*