

# CALDWELL

CHRISTOPHER CALDWELL

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## EDUCATION

### Massachusetts College of Art & Design

621 Huntington Ave, Boston, MA 02115

BFA Graphic Design, 2015

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## CONCENTRATION

Branding & Brand Strategy

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## SKILLS

Illustration

Model Design

Packaging Design

Motion Graphics

Lettering

Service Design

App Development

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## SOFTWARE

Illustrator CC

Indesign CC

Photoshop CC

After Effects CC

Keynote

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## NETWORKS

**Dribbble:** [www.dribbble.com/ccaldwell](http://www.dribbble.com/ccaldwell)

**Bēhance:** [www.behance.net/cw Caldwell](http://www.behance.net/cw Caldwell)

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## ACHIEVEMENTS

### Featured In:

The Dieline — *Concepts We Wish Were Real*, 2016

The Dieline — *Concepts We Wish Were Real*, 2015

### Publication:

Type Rules Fourth Edition — 2013

## WORK EXPERIENCE

### Korn Design Jan 2016 to present *junior designer*

Designing and strategizing brand identities for the hospitality industry.

### Freelance 2015 to present

Building brands for several small businesses in the Boston Area.

### New Balance Aug 2015 — Jan 2016 *freelancer*

Focused on designing ads for various new footwear campaigns, some of which highlighted many professional athletes that New Balance sponsored. I also had the opportunity to design display tables for in-store products and apparel t-shirt graphics.

### Puma 2013 — 2015 *design intern*

Focused on designing apparel graphics. Experienced working with a team of other designers in an office setting. Started in the summer of 2013 then was asked back to work on its lifestyle line in the fall of 2014 to the beginning of 2015.

### Pilot Summer 2014 *design intern*

Focused on designing brands, packaging design and licensing art for various companies. Experienced working in a studio setting with other designers and illustrators.

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### Featured In:

Packaging Design of the World — 2016

Packaging Design of the World — 2016

### Featured In:

Graphic Design All School Show — 2013 & 2015

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