

CAROLINE LACKEY

CONTACT

caroline@joeandgale.com
205.721.4133
carolinelackey.work

EDUCATION

Auburn University
B.F.A. Graphic Design
December 2022
Cum Laude Graduate
Dean's List

TOOLS

Illustrator
InDesign
Photoshop
XD
After Effects
Figma
ProCreate

SKILLS

Branding
Print Media
Illustration
Web Design
Typography
Social Media
Packaging

AWARDS / ACCOLADES

GDES Juried Show
Gold Packaging Award
2022

USDA Design Awards
Honorable Mention
2022

S.I.G.D. Student Advisory
Council Member
2022

AIGA Student Chapter
Secretary | 2022
Board Member | 2021 — 2022
Member | 2019 — 2022

WORK EXPERIENCE

Unleash Media
Lead Graphic Designer

May 2022 — Present | Orlando, FL

- Design branding, physical assets, merchandise, and websites for diverse clientele
- Film/design social media content, digital/physical signage, and advertising for Museum of Illusions and Paradox Museum.
- Design a 150 page book and adjacent e-book for internet sensation HellthyJunkFood, soon to be sold in Barnes & Noble and Target
- Lead client meetings to discuss website updates, design improvements, and brand strategy while collaborating with team members and Creative Director to ensure successful project outcomes

Freelance
Graphic Designer, Illustrator

January 2018 — Present | Various Locations

- Provide icon systems for various clients that align with company identity
- Design and illustrate wedding invitations
- Illustrate portraits in a range of styles
- Write creative briefs and contracts to establish professionalism with clients

Auburn University College of Liberal Arts
Social Media Designer

August 2021 — September 2022 | Auburn, AL

- Created various assets for social platforms on marketing deadlines for an ongoing content calendar
- Developed visual language that consistently and appropriately aligned with the university brand guide
- Worked with in-house designer to create the 50 page 2021 Dean's Report publication

A.B. Newton
Graphic Design Intern

May 2021 — August 2021 | Winter Garden, FL

- Created various designs for postcards, stickers, and prints
- Managed and set-up farmers market on weekly basis
- Received in-person feedback on designs from market visitors
- Acquired first-hand experience in keeping inventory, packaging design, and retail set-up

Classes4Contractors
Graphic Design Intern

May 2021 — August 2021 | Winter Garden, FL

- Created 200 icons for website using Adobe Illustrator
- Designed various PowerPoints used within company classes
- Worked with employer to design graphics that matched company identity