

# CAROLINE SWAIN

GRAPHIC DESIGNER

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<https://www.caroline-swain.com>

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## WORK EXPERIENCE

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Geletka+

June 2024–Present

### Graphic Designer

- Primary designer on several projects, providing creative direction for animation intros, outros, and video content, reviewing copy and strategy, and working directly with clients across multi-month projects.
- Owned design projects from concept through final delivery across branding, digital, social, web, video, and paid media in a fast-paced agency environment within sprint-based timelines.
- Served as sole designer for a multi-market paid media campaign producing 30+ video assets, generating 1M+ impressions, 700+ leads, and a 7%+ conversion rate.
- Collaborated with developers using Figma and auto-layout to support responsive web and email layouts.
- Mentored teammates and introduced new workflows and tools to improve organization and production speed.

Freelance Design

July 2023–Present

### Illustrator and Graphic Designer

- Commissioned to draw portraits and illustrations, ranging from small to poster-sized.
- Provided branding and design for a startup coffee brand, developing the logo and packaging that was finalized for production and commercial use.

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## EDUCATION

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University of Illinois  
at Chicago

**Bachelor of Design in Graphic Design**

August 2019–May 2023

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## SKILLS

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Design Tools  
Web & Digital  
Productivity

**Adobe Illustrator, Photoshop, After Effects, InDesign, Figma, Canva**  
HTML, CSS, Web Design, App Design  
Microsoft Word, PowerPoint, Excel

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## COMMUNITY LEADERSHIP & SERVICE

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Volunteer Service  
2019–2023

Supported food insecurity initiatives through Beyond Hunger, Circle 80, and Tau Gamma.

Cook County  
Sheriff's Award  
2019

Awarded for 100+ volunteer hours supporting community resource initiatives and food access initiatives. Prioritized social media outreach, distribution of food, hygiene kits, and school supplies for children of underserved communities.