

# CAROLINE DEL VECCHIO

INDUSTRIAL DESIGN • DESIGN STRATEGY • BRAND

## INDUSTRY EXPERIENCE

### Presentation Designer

JUN 2021 - PRESENT

*Verizon*

- Creating visually-pleasing, data-heavy charts, graphs, and presentations in Google Slides and Sheets that match Verizon brand guidelines
- Supports Director of Digital for B2B team and executive leadership

### Designer

JAN 2020 - MAR 2021

*In Good Company by MassMutual*

- Design Lead for financial education workshop materials and individual projects such as the website refresh and SWAG suite
- Led redesign and branding refresh of the flagship workshop series and developed the current design system for workshop materials
- Converted all existing workshop materials to functional, remote formats and developed brand standards for remote workshop assets to accommodate for the changing landscape during the pandemic

*MassMutual Life Insurance Co.*

- Represented user-centered design on multiple MassMutual marketing teams
- Worked alongside MassMutual Art Directors to develop a theme and designed assets for an annual internal conference
- Created thoughtfully-designed, interactive forms and documents for marketing teams to collect and disperse information

### Design Strategy Consultant

SEPT 2020

*Discover White Space*

- Recruited to work on a team of three Industrial Designers
- Facilitated brainstorm sessions as a team to understand how a new technology could be leveraged to benefit the client's company
- Identified 20+ opportunities for new technology applications

### Design Intern

JUN 2019 - JAN 2020

*In Good Company by MassMutual*

- Assisted in the creation and production of workshop materials and activities
- Assisted in brand system development
- Worked with a group of interns from other disciplines to create a complete *New Hire Kit* and experience

### Industrial Design Intern

JUN - AUG 2018

*TOMY - The First Years*

- Worked alongside TOMY's design team during the development of their 2020 product line
- Led and participated in presentations, meetings, and research revolving around new product development and rebranding

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## EDUCATION

### BFA Industrial Design, 2019

Massachusetts College of Art and Design

## PRACTICAL SKILLS

- Agile Methodologies
- Branding
- Design Thinking
- Storytelling
- User-Centered Design
- Visual Communication

## COMPUTER PROGRAMS

- Adobe In Design
- Adobe Illustrator
- Adobe Photoshop
- Key Shot
- Microsoft Powerpoint
- Microsoft Word
- Sketch
- Solidworks

## AWARDS & HONORS

Massachusetts College of Art and Design

2019

### Departmental Honors

### Academic Honors

### Lam Prize for Creativity and Innovation

First Place Team - 16 Hours to Glory Design Competition

2018

First Place Team - 16 Hours to Glory Design Competition

3/4 First Place Titles - Branding Class Shark Tank Awards

Industrial Design Outstanding Junior