

CAROLINE DEL VECCHIO

INDUSTRY EXPERIENCE

Product Designer

APR 2022 - PRESENT

Fit + Fresh

- Hand-ons with all aspects of product design and development
- Works closely with Sales and Marketing teams to establish the creative strategy for compelling product lines and present them to buyers
- Develops new lunchbag and cooler silhouettes and print collections for both seasonal and inline opportunities at major retailers
- Works closely with the cross-functional Product Development Team to ensure products are competitive in the market

Associate Product Designer

AUG 2021 - APR 2022

Fit + Fresh

- Assisted with all aspects of product design and development
- Worked closely with the company's Product Designer and Chief Marketing Officer to drive creative strategy for compelling product lines
- Developed a variety of new bag silhouettes and print collections
- Worked closely with the cross-functional Product Development Team to understand product development from start to finish

Presentation Designer (Contract)

JUN 2021 - AUG 2021

Verizon

- Created dynamic presentations/visuals to communicate complex topics and business metrics to a wide range of audiences
- Transformed data-heavy charts and graphs into clean and compelling slides for the use of the Director of Digital for B2B team and other members of the Executive Leadership team

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

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INDUSTRIAL DESIGN
SOFT GOODS DESIGN
DESIGN STRATEGY
BRANDING

EDUCATION

BFA Industrial Design, 2019

Massachusetts College of Art and Design

PRACTICAL SKILLS

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

COMPUTER PROGRAMS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Pointcarre
- Key Shot
- Solidworks
- Microsoft Powerpoint
- Microsoft Word
- Sketch
- Google Slides

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