





Cathryn Ferguson

Senior Motion & Graphics Designer


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Portfolio

www.cathrynferguson.com

Education

CSU Channel Islands

 Camarillo, CA, USA
BA Digital Graphics
Minor Asian-Pacific Studies
2006 – 2010

Waseda University

早稲田大学
 Tokyo, Japan
Certificate International
Liberal Studies
2008 – 2009

Key Skills

Brand-Based Advertising
Storytelling Marketing
Mentorship / Leadership
Adobe CC Suite
Figma
HTML / CSS / Web Design
Animation / SFX / Editing
Storyboarding
Slide Deck Design
Published Photographer
Japanese

Career Summary

Multi-disciplined Senior Motion & Graphic Designer with over 14 years of experience in visual communication and digital marketing. Expert in creating engaging graphics and user-centric solutions that enhance brand storytelling. Proven ability to collaborate with cross-functional teams and maintain brand integrity across platforms.

Experience

December 2022 – October 2024

 Tigard, OR

Senior Graphic Designer • Fanatics, Inc. (formerly PWCC Marketplace)

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma, Unbounce, MS Office, Google

- Boosted social media metrics through innovative visual design, achieving a 53% increase in followers, a 38% rise in engagement, and 115% growth in views within a 10-month period.
- Empowered affiliate partners to generate over \$6 million in revenue within 10 months by designing co-branded digital and print marketing graphic kits.
- Enhanced team efficiency by 20+ hours per week by implementing streamlined asset databases and workflow systems for design collaboration.
- Directed cross-platform marketing campaigns that led to increased brand integrity and drove rapid growth during a full marketing rebrand.
- Designed digital and print collateral that strengthened brand integrity.

August 2011 – June 2022

 Henderson, NV

Lead Motion & Graphic Designer • The Revolution™, FMO

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, MS Office, HTML/CSS

- Achieved rapid recruitment growth by establishing the creative department and developing innovative SEC-compliant B2B marketing collateral across digital and print platforms.
- Designed motion graphics and videos for live events, increasing attendee revenue and camaraderie.
- Boosted partner sales by writing/directing consistent website B2B content.
- Reduced phone inquiries/complaints 30% by designing and coding an improved website UI/UX design.
- Established sustainable healthy relations with third-party vendors and advocated for brand standards, compliance, and accuracy of all projects.
- Maintained daily compliant B2B and 300+ client-facing email campaigns.

September 2010 – August 2011

 Canoga Park, CA

Graphic Artist • Yafa Pen Company

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Dreamweaver, MS Office, HTML/CSS

- Increased product sales by designing impactful digital and print media, producing promotional videos, and capturing high-quality product photography.
- Ensured brand consistency by managing the company website.
- Mentored and hired designers in preparing client graphics for screen printing with 100% accuracy.

January 2010 – May 2010

 Hollywood, CA

Brainsurge Animation Intern • Stone and Company Entertainment

After Effects, Premiere Pro, MS Office

- Contributed to the success of Nickelodeon's Daytime Emmy Award-nominated game show BrainSurge by rendering final animations and cataloging extensive SFX libraries for the pre- and post-production teams.