

# Cathryn Ferguson

## Senior Motion & Graphics Designer

📍 Tualatin, Oregon, USA

📞 510-789-3899

✍️ [www.cathrynferguson.com](http://www.cathrynferguson.com)

✉️ [cat@cathrynferguson.com](mailto:cat@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

Animation / SFX / Editing

Published Photographer

Japanese

## Career Summary

Multi-disciplined Senior Motion & Graphic Designer with over 14 years of experience in visual communication and digital marketing. Achieved measurable growth in revenue through innovative design strategies at Fanatics, Inc. Expert in creating engaging motion graphics and user-centric solutions that enhance brand storytelling. Proven ability to collaborate with cross-functional teams and maintain brand integrity across platforms. Seeking to leverage creative expertise to support brand development and perfect the customer experience.

## Experience

December 2022 – October 2024

📍 Tigard, OR

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

- 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.

August 2011 – June 2022

📍 Henderson, NV

**Lead Motion & Graphic Designer** • The Revolution™, FMO

- Achieved rapid recruitment growth by establishing the creative department and developing innovative SEC-compliant B2B digital/print advertising strategies.
- Designed motion graphics and videos for live events, increasing attendee revenue, while also writing and directing consistent website B2B content that boosted partner sales.
- Reduced phone inquiries/complaints through improved website UI/UX design.
- Maintained daily compliant B2B and 300+ client-facing email campaigns.

September 2010 – August 2011

📍 Canoga Park, CA

**Graphic Artist** • Yafa Pen Company

- 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

- 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.