



EXPERIENCE:

MARCH 2012-PRESENT

**CRAFT BREW ALLIANCE/ANHEUSER BUSCH BREWERS' COLLECTIVE
SENIOR GRAPHIC DESIGNER**

I started with Craft Brew Alliance in March of 2012, and have continued to work with them through their recent merger with Anheuser-Busch in October of 2020. Below is a list of many of the duties that I've had with the company in the past nearly 9 years.

GRAPHIC DESIGN DUTIES:

- Beer packaging and label design for canned and bottled products.
- Packaging and label updates and technical editing, dieline re-sizing and package line expansion.
- Vehicle graphics, including box trucks, vans, vintage VW bus, airplanes, boats, canoes, a Thai tuk-tuk, and many, many more.
- Advertisements including web and print.
- Web graphics for Instagram marketing programs.
- Sell sheets and sales materials including seasonal calendars and portfolio one-sheets, sales and consumer education pieces.
- POS materials and displays, including quick-turn specialized POS and mockups for sales presentations.
- Creating concepts for new packaging lines.
- Restaurant menus and pub collateral, including print and digital.
- Collateral and product for retail store.
- Corporate signage, stationery, identity, etc.
- Assisted with brand copywriting.

WORKFLOW/PROJECT MANAGEMENT DUTIES

- Created Brandfolder asset manager site for 8 different brands under the CBA umbrella.
- Creation of a Sharepoint-based job ticketing and submission system for the design team and larger organization.
- Assigning projects to graphics team members and managing the Sharepoint site.
- Negotiating graphics request timelines to balance department workload between brand managers and design team.
- Troubleshooting file setup coming in from agencies to ensure usable files.
- Explaining design issues with management in a succinct and clear way.
- Organized 6 terabytes of data on server from 4 hard drives and existing server into by-year archives for all brands. CBA now has a working archive from 1991-2018, and a live server for 2019-2021.
- Assisted with Mac tech support, since the primary I.T. infrastructure was PC-based.



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CATHEY FLICKINGER

SENIOR GRAPHIC DESIGNER

EXPERIENCE:

JULY 2008-FEBRUARY 2012

YAKIMA PRODUCTS

CREATIVE MANAGER/GRAPHIC DESIGNER

At Yakima, I designed merchandising fixtures and graphics from concept to execution, and managed manufacturers and vendors both domestically and overseas. I oversaw a 285 SKU packaging redesign for entire product line. Managed internal teams, agencies and vendors cross-functionally to ensure packaging was released on time. Directed and planned photo shoots, both outdoor lifestyle and studio, and I designed all tradeshow and internal collateral while overseeing yearly catalog production with an external agency.

JANUARY 2008-JUNE 2008

XEROX, INC.

PACKAGING GRAPHIC DESIGNER

At Xerox, Inc. I served as a packaging coordinator, project manager and designer, as well as implementing a new, streamlined process for bringing packaging to market. I created an ISO-9000-certifiable internal process, and worked with vendors to produce and release packaging. I maintained deadlines and packaging schedules to ensure an on-time release of product. In addition, I assisted with the implementation of Xerox's new branding, ensuring all packaging was compliant with internal and international rules. I worked toward attaining a Six-Sigma green belt.

SEPTEMBER 2005-OCTOBER 2007

NAUTILUS, INC.

GRAPHIC DESIGNER

My work with Nautilus, Inc. encompassed many different types of high-profile projects. I created in-store POS and branded large-scale trade show display and booth graphics, national product information kits, brand streams, direct-mail and print advertisements, among others. I managed projects start-to-finish and worked with all levels of management, including overseas vendors, to meet company project goals. I also improved response rates through innovative design work, and used my knowledge of print production techniques to keep printing costs lower than on previous materials. My other duties included, but weren't limited to: copywriting, attending press checks, assisting with and art-directing photo shoots and bringing back reports from trade shows for the marketing group.

EDUCATION:

Associate of Applied Science, Graphic Arts: June 1998. 23 years overall working experience.

SKILLS:

Expert-level in the following Mac software applications: Adobe Creative Suite, including InDesign, Photoshop, Illustrator and Acrobat. I've been a Brandfolder administrator for the last 3 years, so am familiar with setting up and administering a busy Brandfolder system. Highly functional knowledge of Microsoft Windows, Outlook, CorelDraw, Word, Excel, and PowerPoint. Functional knowledge of Macintosh troubleshooting and systems setup. I have also directed photoshoots for several large companies.

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