

PATRICIA L. CAPLETTE

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CORE SOFTWARE AND SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator, Dreamweaver), Figma, Corel Painter, CapCut.
- PowerPoint Presentation Design, Digital & Print Advertising, Brand Identity, Web Front-End Design.
- Photo Retouching, Typography, Layout, Packaging, and Digital Asset Production.
- Creative Direction, Project Management, Cross-Team Collaboration, Remote Workflow Tools (Slack, Zoom, Trello, Dropbox).

EXPERIENCE

SR. GRAPHIC ARTIST – Discount Dance, 2014-2025

- Lead design and production for digital campaigns, print materials, and e-commerce visuals to strengthen brand identity and customer engagement.
- Manage and mentor a creative team, delegating tasks and ensuring consistent quality in a hybrid-remote workflow.
- Execute high-volume photo retouching and visual optimization for online and social media platforms.
- Collaborate with marketing, copy, sales and development teams to streamline processes and maintain brand alignment.

TEACHER – US Arts and Design, 2015-2016

- Planned and delivered lessons in drawing and design, grading and mentoring students in both group and one-on-one settings.

GRAPHIC DESIGNER – Pacific Performance Engineering, 2010-2014

- Designed and developed websites, print and digital advertisements, packaging, and convention displays.
- Created engineering drawings, photography, and video content supporting product marketing.
- Partnered cross-departmentally with purchasing, HR, and legal teams on visual communications and documentation.

TEACHER – Cal State University Fullerton, 2007-2010

- I taught courses in Beginning Painting, Drawing, Figure Drawing, and Independent Study at undergraduate levels.
- Developed curriculum, led critiques, and guided students in developing technical and conceptual skills.

ASSOCIATE – WDI (Walt Disney Imagineering), 2008

- Contributed to attraction and park design projects; served as lead inventor on a design patent.
- Collaborated with multidisciplinary teams to conceptualize immersive guest experiences.

INTERN – All the Arts for All the Kids Foundation, 2004

GUEST TEACHER – Cal State University Fullerton, 2003-2004

EDUCATION

- Master of Fine Arts (MFA), Illustration – California State University Fullerton, 2006-2009
- Bachelor of Fine Arts (BFA), Drawing & Painting– California State University Fullerton 1999-2005