



CAITLYN ROWLAND
403.818.9325 • cr@thebackwaterco.com
thebackwaterco.com

PROFILE:

I'm Caitlyn Rowland, owner of The Backwater Design Co. I am a freelance Art Director, Print and Interactive Designer, Advertising Strategist and Illustrator. I have over five years of experience in innovative digital and print design for clients in a broad range of industries. I specialize in advertising, graphic design, web design and strategic marketing.

I believe that quality and creativity are two articles of trade that cannot be compromised. I have a positive attitude and an outgoing personality. I am no stranger to competition, thrive on constructive feedback and am always setting goals to push my limits in everything I do.

EDUCATION:

2015: BFA in Graphic Design and Advertising Design Concentration, Digital Media Arts College
2011: High School Diploma, Springbank Community High School
2011: Certificate of Bilingual Studies; K-12 French Immersion Program, Springbank Community High School
2011: Art AP Concentration Certificate, Springbank Community High School

WORK EXPERIENCE:

2017-2018: Clinical/Research Technician at the Benson Concussion Institute
2017: Lead Designer, 54blue Marketing Agency
2017: Fargo Season 3, produced by FX, MGM and Calgary's Nomadic Pictures.
2016-17: Contractor at Cult Collective LTD/Owner of The Backwater Design Co.
2014: Internship at Top Pro Media Group (Boca Raton, Florida)
2013-15: Freelance Graphic Designer and full time international student at DMAC
2012: Full time sponsored barefoot water skier at WBC (World Barefoot Center)
and member of the Canadian National Barefoot Water-ski Team
2011-12: Educator at Lululemon Athletica

TECHNICAL SKILLS:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Muse, Dreamweaver, Flash)
Web Development (HTML, CSS, WordPress)

OTHER SKILLS AND ABILITIES:

Organizational skills and high attention to detail. Ability to acquire and apply knowledge rapidly. Strong communication skills and driven to provide excellent customer service. Highly adept at visual strategy, layout development and branding for both print and digital publishing. Capable of providing leadership to conceptualize and execute effective marketing collateral in collaborative environments.

ACHIEVEMENTS:

2015: Presented with an Addy Award for "Butterfly World Campaign"
2015: Presented with an Addy Award for "Trilogy Mortgage Corporation"
2015: Presented with an Addy Award for "Kokanee Beer Campaign"
2011: Presented with "The Stan Perrot Excellence in Art" Fine Arts Award

REFERENCES:

marc@54blue.com
craig.rieger@group23.ca
bbenson@csicalgary.ca