



**CAITLYN ROWLAND**  
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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



**LINKS TO WORK:**

**2015 Graduation Portfolio**

<http://thebackwaterco.com>

**A&W Re Brand Concept**

<http://thebackwaterco.com/a-w.html>

**Trilogy Mortgage Corporation  
Brand Design + Web Design/ Development**

<http://thebackwaterco.com/trilogy.html>

<http://trilogymortgage.ca/>

**Financial Brand Design + Web Design/ Development**

<http://mpowerfinancialcoaching.com/>

<http://mjfinancial.com/>

**Concept Illustration Advertising**

<http://thebackwaterco.com/kokanee.html>

**Illustrations**

[Huntress of the Sea](#)

[Bombin' Betty](#)

[Guardians of the North](#)

[Mermaid Lodge & Hot Springs](#)

[Blue Jay](#)

[Owl Doodle](#)

**Albertans Deserve Better! (non-profit)**

**Design/Development**

<http://grandmadoris.com/>

