



CAITLIN AINSWORTH

GRAPHIC DESIGNER

Detail-oriented and creative-minded graphic designer with a strong focus on visual communication, brand consistency, and user-centered design. Eager to learn, adapt, and create polished, effective work that resonates across audiences. Collaborative, willing, and committed to delivering thoughtful creative solutions from concept to final execution.

WORK EXPERIENCE

THE BLANCHARD INSTITUTE

Charlotte, NC
2024

MARKETING COORDINATOR

Designed and executed digital and print marketing materials including social media graphics, brochures, email campaigns, website content, and video assets to support brand consistency and audience engagement.

Created accessible and engaging marketing materials across digital and print platforms to promote programs, services, events, and community outreach initiatives.

Managed website content updates, SEO improvements, vendor coordination, and promotional campaigns for organizational growth, including marketing for new locations.

NEST PHOTO STUDIO

Charlotte, NC
Aug 2023 - May 2025

STUDIO ADMIN | IT MANAGER

Integrated various project management solutions, client databases, and online client experiences which increased workflow efficiency by 30%.

Sorted over 1,000 client records into categories that allowed for targeted marketing campaigns based on previous client purchasing.

Analyzed 18+ underlying systems to identify and measure potential areas of improvement.

COMMAND+P

Charlotte, NC
Mar 2024 - Dec 2024

CREATIVE DIRECTOR

Led a cross-functional team of 9 designers, writers, and editors in the creation of an inaugural student magazine, overseeing creative direction, visual consistency, and production timelines.

EDUCATION

CENTRAL PIEDMONT COMMUNITY COLLEGE


Charlotte, NC
2025

AAS ADVERTISING + GRAPHIC DESIGN


Completed graphic design coursework while maintaining a cumulative 3.93 GPA.

Earned certifications in HTML Essential Training, CSS Essential Training, Responsive Web Design via LinkedIn Learning

CONTACT

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 Charlotte, NC

 [linkedin.com/in/caitains](https://www.linkedin.com/in/caitains)

 caitlinainsworth.com

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Microsoft Office
Wordpress
Squarespace
Wix
Webflow
Figma
Canva
Airtable
Zapier
Mailchimp

Problem Solving
Adaptability
Accessible Design
Information Design
Cross-Platform Communication

ORGANIZATIONS

theCurious
Delta Alpha Pi International Honor Society
Phi Theta Kappa International Honor Society
Graphic Artists Guild