

Caroline Lavallee

Designer | New York City



Profile

I am a designer based in Brooklyn. I enjoy working with different media and building thoughtful and inventive brands. I have experience with packaging, social media, and brand design. I have a passion for inclusive and innovative design that interrupts categories and expands appeal.

Skills

- Adobe Illustrator
- Adobe Photoshop
- Brand Development
- Branding and Visual Language
- Typography & Composition
- Product Description & Content Writing
- Social Media
- Packaging and Dieline Design

Education

BFA Packaging Design

Fashion Institute of Technology

AAS Communication Design

Fashion Institute of Technology

Contact

Experience

Core Home (Graphic Designer)

April 2023 - Current, Manhattan NYC

- Designed packaging for 500+ items across 8 brands in the food storage, pet, and travel categories
- Created two sub-brands to expand the pet category
- Worked on time sensitive orders for TJX, Ross, and Burlington
- Collaborated with photography, product development, production, and factories overseas
- Created original dielines and prepared files for factories

Alan Turing and the Queen of the Night (Graphic Designer)

July 2023 - Current, Players Theatre Off-Broadway Musical

- Formulated a brand identity with fonts, logo, and colors
- Designed social media posts and templates
- Created advertisement graphics for The Players Theatre, Playbill.com, Indiegogo, and 54 Below

Adventure Media (Design and Social Media Intern)

December 2022 - March 2023, Manhattan NYC

- Designed graphics packages for brand promotions
- Created article headers for the Toy Insider and Pop Insider
- Designed branded templates and backgrounds for various social media accounts
- Worked with brand assets and product photography

Dragon Rouge (Design Intern)

January 2022 - May 2022, Manhattan NYC

- Developed relevant and on trend concepts for brand extensions based on brand personality
- Created concepts for client-facing and internal case studies
- Designed Amazon e-commerce content using brand assets with strict brand guidelines
- Researched and presented consumer and category trends for strategy development
- Designed and updated social media posts and ads
- Retouched photography for Spring 2022 e-commerce



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