



CAITLIN BUSCHINSKI

PACKAGE/GRAPHIC DESIGNER

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ABOUT ME

I'm Cait, a passionate and creatively motivated graphic designer and I love what I do. I specialize in package design, creating successful brand authentic packaging concepts in my current role, from visual conceptualization with shape, color, graphics to the final product. I have a limitless imagination and I'm ready to see where it takes me next.

WORK EXPERIENCE

Package Designer | Sam Salem and Son Manhattan, NYC / September 2019 - Present

- Work independently and collaboratively with my design team under the production designer.
- Conceptualize and execute packaging graphics for a range of products including belly-bands full color boxes, insert cards, garment tags, labels, stickers-etc. using Adobe Illustrator and Photoshop.
- Make sure all packaging concepts meet requirements set by the buyer and management.
- Oversee the process from design, mock up presentation to proofing/ sampling stage.
- Design die-lines/prototypes for new and existing packaging.
- Design new branding solutions, including logos, color schemes and graphics.
- Execute multiple assigned projects at once under a diverse range of customer demographics including Five Below, Walmart, Camping World -etc. from concept to final delivery of assets from the factory.
- Create visual concept imagery of final project packaging mock-ups for sales presentations.

Package Design Intern | GRO Agency Manhattan, NYC / October - January 2019

- Collaborated with senior level designers and art directors.
- Worked on a variety of projects for clients such as Skinny Cow, Nestle, and Turmeric.
- Created package and window decal designs based on client requirements and brand identity.
- Designed perforated vinyl graphics for the GRO Agency conference room walls.

Graphic Design Intern | JC Decaux North America Manhattan, NYC / May - June 2018

- Created original advertisement concepts and renderings that enabled clients to envision their ads in public spaces such as airports, malls, and kiosks.
- Worked on multiple projects that involved color correction and compositing images in Photoshop.
- Clients included Zara, NFL, Dolce and Gabanna, Steve Madden, and Michael Kors.

Lab Technician | Long Island University Brookville, NY / Fall 2018-Spring 2019

- Responsible for assisting in the maintenance of an extensive Macintosh based facility that included over 100 networked workstations.
- Responsibilities included updating software, and maintaining a range of peripherals that included printers, die-cutters, and scanners.

Disney College Program/ Alumni Program | Walt Disney Company Lake Buena Vista, FL / Fall 2015 and Summer 2017

- Managed and interacted with large crowds of national/international guests, maintaining excellent customer service to provide a quality experience in a fast paced environment.
- Worked closely with a team of cast members to ensure efficiency and safety in the workplace in Disney's Animal Kingdom and Magic Kingdom.
- Daily tasks included cash handling, stocking of merchandise, and preparation of foods.

EDUCATION

Digital Art and Design - Long Island University 2019

Grade Point - 3.9 / Dean's List every semester
Tau Sigma Honor Society
Zeckendorf Award
Forensic Science Club | Vice President & PR
Phi Kappa Phi Honor Society



Visual Merchandising - LIM College President's List Every Semester

SKILLS

Proficient working in both PC and Macintosh operating systems.

Technically proficient working in the following software:

- Illustrator ●●●●●●●●●●
- Photoshop ●●●●●●●●○
- InDesign ●●●●●●●○○
- XD ●●●●●○○○○
- Sketching ●●●●●○○○○