



CAITLIN PERSICHILLI

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🌐 WWW.CJP.DESIGN

ABOUT ME

Versatile graphic designer with 8+ years of experience developing creative solutions across branding, marketing, events, digital media, and print. Experienced in leading projects from concept through execution, collaborating cross-functionally, and translating complex ideas into engaging, cohesive visual experiences.

WORK HISTORY

CJP DESIGNS LLC

ROCKWALL, TX | 05/2023 - CURRENT

OWNER/DESIGNER

- Own and manage the full creative process for freelance design projects, from client consultation and concept development through final delivery.
- Develop custom branding, marketing materials, social media graphics, and digital content tailored to individual client needs and brand identities.
- Manage client relationships, project timelines, revisions, and multiple priorities while maintaining a high standard of quality and attention to detail.
- Build and maintain brand identities through strategic visual design, helping clients create cohesive and engaging content across digital and print platforms.

INFORMATION SECURITY MEDIA GROUP

ROCKWALL, TX | 08/2018 - CURRENT

LEAD GRAPHIC DESIGNER, CYBERTHEORY • 11/2020 - CURRENT

- Lead the development of visual concepts and creative direction for cybersecurity-focused campaigns, events, digital media, and corporate communications.
- Partner with marketing, content, and leadership teams to develop cohesive visual strategies, strengthen brand presence, and maintain consistency across platforms.
- Oversee high-profile creative projects and event branding, providing design direction for conferences, social campaigns, presentations, advertising, and digital experiences.

GRAPHIC DESIGNER • 11/2019 - 11/2020

- Independently manage design projects from concept through final production, developing creative solutions for marketing campaigns, events, publications, and digital platforms.
- Design a broad range of print and digital materials, including event collateral, presentations, social media assets, banner ads, website graphics, and editorial publications.
- Collaborate with senior designers, the Art Director, and cross-functional teams to execute projects, incorporate feedback, and consistently meet deadlines and brand standards.

JUNIOR GRAPHIC DESIGNER • 08/2018 - 11/2019

- Supported the design team in creating event collateral, social media graphics, program guides, promotional materials, and other marketing assets for live events.
- Designed and formatted editorial and research-based content, including interview transcripts, survey reports, white papers, and digital publications.
- Assisted with digital and print production while managing multiple projects, incorporating creative feedback, and maintaining accuracy and brand consistency.

EDUCATION

Purchase College, SUNY

Purchase, NY | 09/2014 - 05/2018

B.F.A. Graphic Design

DESIGN SOFTWARE

- Adobe Creative Cloud
- Figma
- After Effects
- Premiere Pro

CORE SKILLS

- Brand Identity
- Art/Creative Direction
- Digital Design
- Print Design
- Event Design
- Marketing Design
- Social Media
- Presentation Design
- UI Design
- Photo Editing