



CATHERINE TORRES

PROJECT MANAGER & UX/UI DESIGNER

DRIVING CROSS-FUNCTIONAL COLLABORATION AND PROJECT SUCCESS. Dynamic and creative professional with over a decade of experience in marketing, design and project management within fast-paced industries. Expert in leading end-to-end project life cycles, collaborating with diverse teams, and ensuring adherence to industry regulations and brand standards. Seeking remote positions as a UX/UI Product Designer or Senior-Level Graphic Designer.

PROFESSIONAL EXPERIENCE

2016 - PRESENT **PROJECT MANAGER & DESIGN SPECIALIST**
DESIGNS FOR HEALTH - PALM COAST, FL (REMOTE)

- Initiate and lead client-based projects, overseeing project timelines and monitoring team performance.
- Manage Graphics Department's full workbook, orchestrating packaging and label designs for dietary supplements, ensuring order fulfillment within standard lead times.
- Collaborate directly with healthcare practitioners, celebrity fitness coaches, and customers to align designs with best practices and individual brand standards.
- Coordinate and schedule design requests for Brand/Marketing, UX/UI Department, Quality Control, Regulatory Affairs, Print and Distribution Center teams.
- Ensure timely project execution by delegating assignments and priorities to Senior-Level and Junior-Level Graphic Designers, providing direction in concept creation and design.
- Facilitate regulatory reviews between designers and Quality Control, ensuring FDA compliance and alignment with branding guidelines.

2012 - 2016 **JR. GRAPHIC DESIGNER**
JADE MARKETING GROUP LLC - WEST HARTFORD, CT

- Designed and revised artwork, embellishments, patches, and hardware for women's denim fashion brands, enhancing product aesthetics and brand identity.
- Supported Senior Graphic Designers in creating signage for store displays and optimizing images for print and web applications.
- Contributed to new marketing package designs and marketing campaigns, enhancing brand visibility and customer engagement.
- Collaborated with Sales Team to revise line sheets distributed to global brands and department stores such as Macy's and JCPenney.

EDUCATION & CERTIFICATIONS

2024 - 2025 **CERTIFICATE, UX/UI DESIGN**
DESIGNLAB UX ACADEMY

2011 - 2015 **B.A. GRAPHIC & INFORMATION DESIGN**
CENTRAL CONNECTICUT STATE UNIVERSITY

SKILLS

UX/UI & GRAPHIC DESIGN:
Wireframes, sitemaps, customer journeys, user flows, research, usability testing, prototype, package design, branding, iconography, typography, logos

SOFTWARE:

Figma, Figjam, Adobe Creative Cloud, Adobe Illustrator, Photoshop, InDesign, Optimal Works, Slack, Discord, Google Suite, Microsoft Suite, Microsoft Teams, RoboHead, Wrike

LANGUAGES

ENGLISH: Native Speaker

SPANISH: Intermediate

EXTRACURRICULARS

Dog mom, journal-junkie, DIY-er, yogi, nature walker, coffee lover

CONTACT

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