caitlin provenzano

DESIGN+MARKETING

CP

caitlin provenzano

Holiday, FL   (727) 304-4041   contact@caitlinprovenzano.com   www.caitlinprovenzano.com

GRAPHIC ARTIST | DIGITAL MARKETER | CUSTOMER SERVICE EXPERT

WORK EXPERIENCE

Freelance Designer & Marketer
Self-Employed
January 2025 - Present

- Developed custom logos, brand assets, and marketing materials for clients.
- Worked closely with clients to match design concepts with their desired tone.
- Delivered high-quality designs for websites, social media, and print using Adobe Creative Cloud.
- Managed multiple projects, ensuring timely delivery and client satisfaction.

Client Experience Associate
AnywhereWorks
July 2020 - Present

- Managed 150+ customer interactions daily, maintaining a 100% Quality Assurance rating on average.
- Handled scheduling, order processing, and issue resolution to ensure seamless customer experiences.
- Ensured brand consistency through clear, professional communication.
- Coached agents, increasing performance by 50% through training and support.
- Utilized problem-solving and organizational skills to streamline workflows and improve efficiency.

EDUCATION

Bachelor of Arts, Graphic Design & Media Arts
Southern New Hampshire University
Graduating in 2025

Relevant Coursework: UX/UI Design, Web & App Design, Branding & Identity, Digital Imaging, Interactive Design

Skills & Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate), HTML/CSS, Wireframing, Prototyping

Design Projects:
- Responsive website prototype for a mock interior design brand using HTML/CSS.
- Logo for a mock bakery using Adobe Illustrator
- Interactive infographic using Adobe Animate
- Digital publication for a mock home design magazine using Adobe InDesign
- Book cover design using Adobe Photoshop and Adobe InDesign
- Promotional flyer and an animated web banner advertisement for a mock resort and spa based on client brand guidelines using Adobe Photoshop and Adobe Illustrator

Web Design Certificate
American Institute of Graphic Arts (AIGA)
Completed: January 2025

Skills & Tools: Responsive Web Design, UX/UI Principles, HTML/CSS, Wireframing, Prototyping

SKILLS

Graphic Design Software: Adobe InDesign, Photoshop, Illustrator; Figma; Canva

Web Technologies: HTML, CSS

Office Applications: Microsoft Word, Excel, PowerPoint

Design Disciplines: Creative Strategy, Photo Editing, Logo Design, Web Design, Layout Design, Branding

Customer Service Tools: Data Entry, CRM Systems

Communication: Client Communication, Active Listening, Copywriting

Customer Relations: Customer Service, Customer Retention, De-Escalation, Conflict Resolution

Leadership: Team Leadership, Training, and Coaching

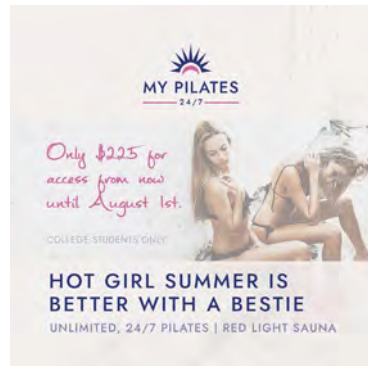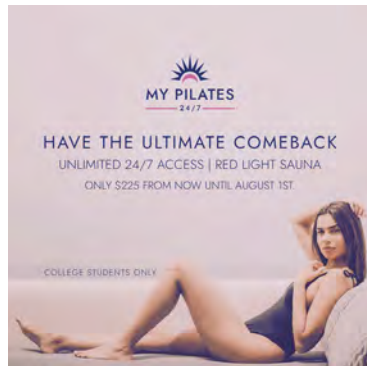Problem-Solving: Analytical Thinking, Creative Solutions

Organizational Abilities: Time Management, Process Improvement, Adaptability

projects

MY PILATES 24/7

Logo Design | Branding | Advertising | Social Media Management

For My Pilates 24/7, a boutique studio offering round-the-clock reformer workouts, I led every visual touchpoint from strategy through execution. I used Adobe Illustrator's Bezier tools to craft a custom logo pairing a soft, half-circle sun motif with a crescent moon to symbolize the studio's 24/7 accessibility; the combination also nods to balance and renewal central to Pilates practice. I swapped global swatches to build a confident yet calm color palette that features vibrant mauve, deep navy, and off-white champagne. In Photoshop, I applied non-destructive adjustment layers and adjusted filters, so it perfectly matched our brand palette. I also created on-brand video promos in Canva, animating keyframes to keep social content fresh. In every design, whether a high-impact flyer, six-icon suite, or social ad template, generous white space, balanced proportions, and repeated motifs guide the viewer's eye while modular grids unify print and screen.

I presented iterative compositions in client workshops and peer critiques, incorporating feedback to evoke old Hollywood luxury that remains inviting and minimal. I followed the "clean, feminine, elevated" brief and ethical sourcing standards by using licensed imagery and ensuring accessible contrast ratios, making only minor grid tweaks for improved legibility. The result is a pixel-perfect identity: print files include bleeds, crop marks, and accurate CMYK and RGB values for all brand colors; digital ads export at exact platform specifications with readable mobile typography; and icons maintain consistent 2-point strokes and alignment. I continue to partner with the client, designing new promotional materials and managing monthly social campaigns to ensure the brand evolves with precision and polish.

ZAHRA MOROCCAN GRILLE

Logo Design | Branding | Menu Design

In this conceptual branding exercise for the fictitious Zahra Moroccan Grille, I used the full Adobe Creative Cloud suite to take the identity from initial concept to polished deliverables. In Illustrator, I developed a custom floral-geometric emblem, drawing on Moroccan tilework through precise Pathfinder operations and variable-width strokes, then enriched it with high-resolution textile-scan textures in Photoshop for depth without loss of clarity. In InDesign, I set up a flexible multi-column grid with master pages and linked styled text frames to create an easily updatable print menu. Throughout the process, I balanced line, shape, form, value, space, and texture to achieve striking contrast and unity, applied rhythmic patterned borders to guide the eye, and established a clear typographic hierarchy so diners naturally move from section headers to dish descriptions. Early ideation involved mood boards and hand-sketch clustering around the concept of "Zahra" as both flower and archway, ensuring an original emblem that respects cultural authenticity and ethical design practices.

To refine the work, I reviewed the current work and identified room for improvement, then iterated on stroke weights and gutter widths as needed. I adhered to the hypothetical brief's CMYK-friendly palette (teal, terracotta, emerald, light orange) inspired by Moroccan textiles and seamlessly adapted the menu format from trifold to bi-fold when the project scope shifted, all while preserving visual consistency and hierarchy. With meticulous kerning, linked high-resolution imagery, and strict grid alignment, every element in this speculative project reflects polished craftsmanship and advanced technical precision.

ZAHRA
morrocan grille

STARTERS

Harira Soup
Traditional tomato-based soup with lentils, chickpeas, and fresh herbs — $7

Zaalouk
Roasted eggplant and tomato spread with Moroccan spices, served with warm pita — $8

Briouats
Savory pastries filled with spiced meat or vegetables — $9

Mezze Platter
Hummus, baba ganoush, olives, marinated carrots, and pita — $12

GRILLED

Chicken Shish Kebab
Marinated in preserved lemon and moroccan spices — $17

Lamb Kofta Skewers
Seasoned ground lamb with fresh mint and cumin — $19

Chermoula Shrimp
Grilled shrimp tossed in herb and garlic chermoula — $21

Mixed Grill Platter
A tasting of chicken, lamb, and merguez sausage — $20

COUSCOUS

Royal Couscous
With lamb, chicken, vegetables, and chickpeas — $25

Couscous Tfaya
Sweet caramelized onions, raisins, and cinnamon — $19

Vegetarian Couscous
Steamed semolina topped with spiced vegetables — $17

SIDES & SALDS

Tomato and Cucumber Salad
With olive oil and lemon dressing — $5

Spiced Carrot Salad
Roasted carrots with cumin and fresh herbs — $6

Fries
with Harissa Aïoli — $6

Warm Pita or Khobz (Traditional Bread)
Served with hummus — $5

DESSERTS

Baklava
Layers of filo pastry, honey, and nuts — $7

Orange Blossom Pudding
Creamy dessert infused with floral notes — $8

Date and Almond Pastries
Delicate sweets with rosewater hints — $7

Mint Tea Sorbet
Refreshing finish with Moroccan green tea and mint — $6

BEVERAGES

Fresh Mint Tea — $4

Pomegranate Lemonade — $5

Spiced Moroccan Coffee — $5

Rose Water Soda — $5

Soft Drinks/Sparkling Water — $3

1

JUST JAMI CLEANING SERVICES
Logo Design | Branding | Print | Social Media

I led the branding for Just Jami Cleaning Services, a real startup client, from concept through final deliverables entirely in Adobe Illustrator, crafting a playful illustrated avatar of Jami and a custom script wordmark in Casey balanced by clean Josefin Sans. To evoke a 1950s retro vibe, I added bubbly sparkles and rounded letterforms, then developed a fresh palette of bright cyan for focal points, deep lilac for secondary elements, and pops of yellow to guide the viewer's eye. In designing the logo variations, business card, and two social graphics, I applied solid principles of contrast, hierarchy, and white space. Consistent gutters and a simple grid kept layouts orderly while custom vector details lent each piece originality without clutter.

Throughout this client project, I ran two feedback rounds: one with peers to ensure the avatar remained recognizable at small scale and one with the client confirming the tone matched her vision. I iterated stroke weights, adjusted bubble sizes, and refined color values to guarantee legibility in both CMYK-ready business cards with bleed and crop marks and RGB-optimized social posts. Every element, from kerning in the wordmark to the pixel-perfect sparkle icons, reflects thoughtful craftsmanship and a nostalgic yet modern brand that truly stands out in the cleaning services space.

Wordmark

Upper Crust Bakery

Badge Logo

Standalone Logo

Grayscale Logo

Color Palette

Almond Milk

Warm Caramel

Brick Red

Deep Navy

Typography

Alga

Bold

Medium

Extra Light

UPPER CRUST BAKERY

Logo Design | Branding

I developed the complete brand identity for Upper Crust Bakery, a fictional French-inspired bakery concept, using Adobe Illustrator to craft the "Wheat De Lis" logo by merging a stylized fleur-de-lis with wheat motifs. This custom emblem plays with line, shape, and form to feel both elegant and organic, and works seamlessly as a badge, standalone mark, or paired with the wordmark. I established a refined palette, soft red and deep navy-blue nodding subtly to the French flag, balanced by Almond Milk and Warm Caramel for warmth, and set type in the Alga family to marry readability with an elevated look. In laying out brand direction, I applied contrast and hierarchy in color blocking, used white space around the emblem to emphasize its regal roots, and repeated wheat patterns to introduce rhythm and unity without overwhelming the design.

Although this was a speculative project, I treated it like a real-world brief by conducting two rounds of critique. I iterated stroke weights and fine-tuned color values for clear legibility in both print and digital contexts. To further elevate this design, I adjusted to logo layout to present a cleaner design using a combination of the badge style logo and wordmark. Final assets include vector logo files, a complete color palette, and typography guidelines. Every detail demonstrates polished craftsmanship and captures the timeless, boutique-bakery elegance I set out to create.
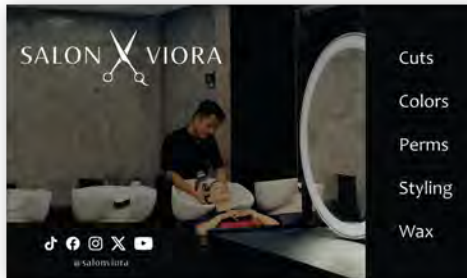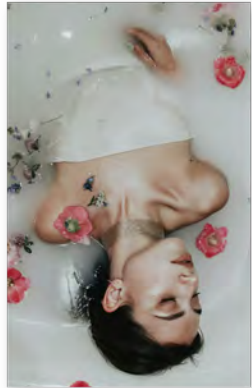
SALON VIORA

Logo Design | Print Design

I developed the Salon Viora identity as a mock-client exercise, taking it from a blank slate to a fully realized business card design using Adobe Creative Cloud. In Illustrator, I traced hair-cutting shears with the Pen tool to create a clean, refined outline, then paired that emblem with the salon name set in Ador for an elegant yet contemporary feel. In Photoshop, I subtly treated a background texture to add depth without breaking the minimalist monochrome palette, then returned to Illustrator to craft a balanced layout with clear hierarchy, generous white space, and precise alignment. Throughout, I applied line and shape in the stylized scissors, contrast and unity in the black-and-white color scheme, and proportion and balance in the placement of type and mark, showcasing advanced proficiency in both vector and raster workflows.

Treating this as a realistic brief, I requested opinions from peers and adjusted accordingly. I adhered strictly to the minimal, high-end aesthetic, only deviating to adjust spacing and layout. Final assets include vector logo files and a print-ready PDF of the business card with meticulous kerning, grid-based alignment, and high-resolution imagery. Every detail, from the crisp scissors outline to the polished typography, reflects thoughtful development for professional identity fit for a sleek salon concept.

Original

Edited

SELF-CARE PACKAGES
STARTING AT $700

LUXURIOUS.

TRANQUIL.

TROPICAL.

ESCAPE.

AMETHYST BAY
Resort & Spa

716 Amethyst Bay Boulevard, St. Thomas, VI 00802
866-323-7070 | www.amethystbayresort.com

AMETHYST BAY SPA & RESORT

Photo Editing | Publication Design

I developed a mock-client ad for Amethyst Bay Resort & Spa, a fictional luxury getaway in St. Thomas, by transforming provided brand assets into a clean, magazine-ready layout. In Photoshop, I enhanced the stock image's vibrancy, refined highlights, and overlaid a custom water-ripple effect to evoke sunlit tropical waters. Then, in Illustrator, I built the ad around their existing logo, color palette, and fonts, using soft gradients, rounded corners, and drop shadows to introduce subtle depth while maintaining an airy, relaxing feel. I balanced white space and typographic hierarchy so that the resort name, headline, and call-to-action stand out clearly, all within a restrained, high-end aesthetic.

After the initial mockup, the design underwent a targeted redesign to improve organization, adjusting column widths, gutter spacing, and repositioning key elements for smoother flow. Additionally, I aligned tone and layout, then fine-tuned gradient transitions, text alignment, and image cropping based on that feedback. Every element, from precise grid alignment to the color-corrected imagery, demonstrates thoughtful craftsmanship and proficiency in Photoshop and Illustrator, resulting in an inviting, polished ad concept.

TOWN
Print Design

I developed the visual identity for Town, a mock-client upscale Chinese restaurant, by crafting a custom dine-in menu and matching table tent entirely in Adobe InDesign. Starting with a clean, minimal layout, I integrated subtle koi fish and paper lantern illustrations drawn from traditional symbols of prosperity, then applied a modern grayscale palette punctuated by the restaurant's red signature to highlight key sections. Through careful use of white space, alignment, and typographic hierarchy, I ensured each dish name and description remains legible and inviting, while the red accents guide the diner's eye to specials and calls to action. The combination of sleek vector accents and restrained typography delivers a refined, high-end aesthetic that feels both contemporary and culturally resonant.

After looking over everything initially, I refined the balance between grayscale elements and red highlights, adjusted margins for consistent gutter spacing, and optimized paragraph styles for seamless updates. Final deliverables include print-ready files with bleeds and crop marks for both the menu and table tent, alongside packaged InDesign assets with linked high-resolution imagery and style guides. Every element, from the culturally informed accents to the precise grid alignment, reflects thoughtful craftsmanship and proficiency in InDesign, resulting in a polished, meaningful brand experience.

Join us for Wellness Wednesday in Trinity, FL!

NO DOCTOR'S ORDER REQUIRED | CASH AND CARD ACCEPTED

Premium Lab Services, Budget–Friendly Prices

COLLECTION FEE PER PATIENT	$15	IRON TIBC	$20
CBC	$10	PREGNANCY TEST QUANTATIVE	$20
CMP	$10	ESTRADIOL	$21
A1C	$12	BLOOD TYPE	$25
B12	$12	VITAMIN D	$45
URINANALYSIS	$12	TESTOSTERONE	$45
PSA	$15	FIGHTER PANEL	$74
TSH	$15	ARTHRITIS SCREENING PANEL	$85
PT/INR	$15	MMR	$109
FREE T3	$15	GENDER REVEAL	$139
LIPID PANEL	$15	STD PANEL	$149
HEPATIC PANEL	$15	COMPREHENSIVE MALE PANEL	$149
CRP	$20	COMPREHENSIVE FEMALE PANEL	$179
FREE T4	$20	FEMALE HORMONE PANEL	$179
FERRITIN	$20	LEGAL DNA	$279

1310 SEVEN SPRINGS BLVD. NEW PORT RICHEY, FL, 34655

Phone: 727–843–1033 | Fax: 727–843–1035

ANY LAB TEST NOW, TRINITY FL

Layout Design | Social Media

I led the real-client redesign for Any Lab Test Now in Trinity, FL, transforming their cluttered Wellness Wednesday social post into a clean, modern asset optimized for mobile. After auditing the original, I restructured the information into a two-column layout with ample white space, rounded content boxes, and a clear typographic hierarchy, ensuring pricing and key details scan briefly. I refreshed the color palette to brand-forward teal, blue, and white, enhanced the professional stock photo, and standardized font styles for clarity. The design underwent a focused redesign phase to further enhance layout and organization, during which I refined column widths, adjusted spacing, and streamlined headings for smoother visual flow.

Final deliverables include an optimized social-media graphic exported in a web-ready file; all formatted for crisp display on mobile devices. These thoughtful layout and design updates not only boost readability and professionalism but also reinforce the trustworthiness of Any Lab Test Now's wellness offerings, showcasing how strategic refreshes can elevate audience engagement.
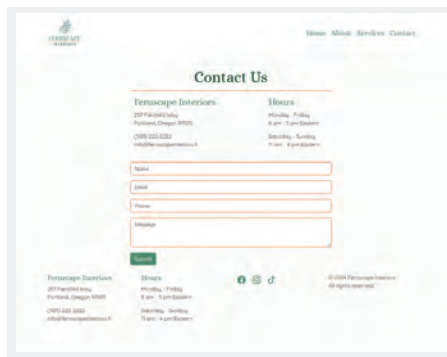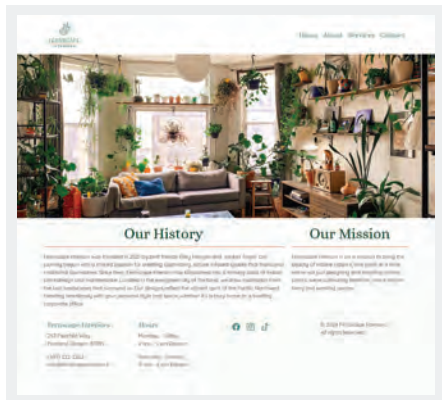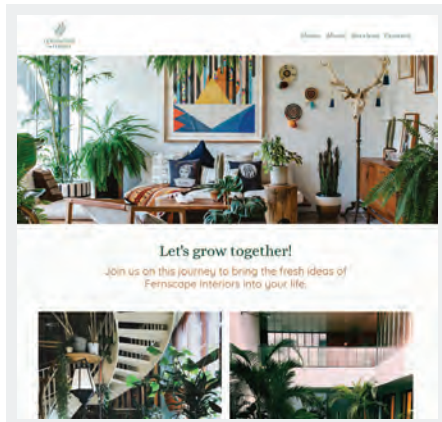
FERNSCAPE INTERIORS

Web Design | UI/UX

I built the Fernscape Interiors site as a mock-client project, taking it from concept to a live, responsive HTML/CSS prototype that clearly communicates the studio's plant-focused interior design services. Embracing a fresh, modern, and earthy vibe, I selected a neutral base palette punctuated with lush greens to evoke the feel of a living oasis. Playful yet professional typography creates hierarchy, headlines set in a friendly sans-serif and body text in a clean geometric font, while ample white space and subtle micro-animations guide users through each section. I hand-coded semantic HTML5 structure, implemented CSS Grid and Flexbox for flexible layouts, and used media queries to ensure every element, from hero banners to service cards, reflows beautifully on desktop, tablet, and mobile.

Treating this as a realistic brief, I ran two rounds of user-testing and peer critiques to refine navigation flow and clarify calls to action. Feedback led to reorganizing the "Services" section into collapsible panels for quicker scanning, enhancing button contrast for accessibility, and smoothing out scroll transitions for a more immersive experience. Final deliverables include the fully commented HTML/CSS files, a style guide outlining color variables and typography scales, and an interactive prototype link.
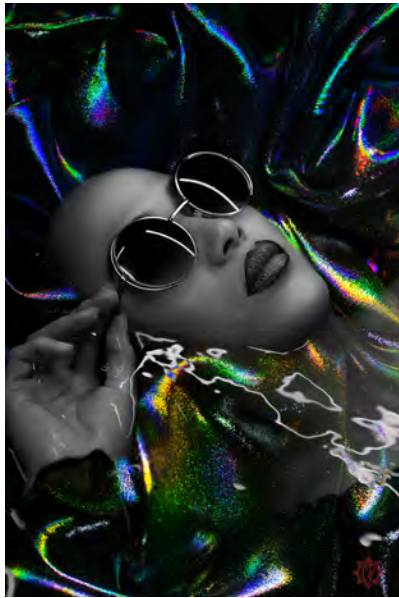
PERSONAL PROJECTS
Photo Manipulation | Editorial Design

I treated this series of Photoshop explorations as a creative laboratory, starting each piece with a clear concept, whether driven by bold color, rich texture, or emotional narrative, and then building out the composition through advanced photo-manipulation techniques. Working in Photoshop, I leveraged layer masking and blend modes to seamlessly integrate stock photography with custom lighting effects and gradients, used brush textures and digital overlays to introduce depth and tactile interest, and applied high-contrast color-pop treatments to create striking focal points. Throughout, I paid close attention to elements like line and shape in my cropping and composition choices; color and value in my treatment layers; and texture and form in my overlays. Principles of contrast, emphasis, movement, and unity guided each edit, ensuring that despite their experimental nature, every image feels polished, balanced, and intentional.

This body of work not only pushed my Photoshop skills through experimentation with blend modes and lighting hacks but also reinforced disciplined craftsmanship in resolution management, color calibration, and attention to compositional detail.

thank you