

# Caytlynn Dilley

Graphic / Product Designer

**Portfolio:** caytlynn.com  
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## OVERVIEW

Versatile and experienced designer specializing in web design, branding, illustration, and packaging. Skilled at translating creative concepts into impactful designs that drive results. Strong collaborator with a strategic approach to problem-solving and a passion for delivering innovative, user-focused solutions. Proven ability to lead projects, communicate effectively with clients, and continuously adapt to new challenges.

## WORK EXPERIENCE

### Current EV

June 2023 – Present

#### Web & Graphic Designer

Spearhead the design of branding assets, including business cards, flyers, and promotional materials for high-end vehicle electrification services. Lead the creation of responsive websites, social media campaigns, apparel, and signage for conventions, enhancing brand visibility. Developed innovative product designs for vehicle interiors, such as dashboards, logos, and custom components.

### Westwin Elements

Contract - 2024

#### Web & UX Designer

Designed and developed a responsive website using Wix, aligning design elements with business objectives to increase user engagement. Established branding guidelines and created cohesive marketing materials, improving brand recognition. Partnered with stakeholders to ensure a user-friendly design that reflected the company's mission and values.

### Unblocked

May 2021 – April 2023

#### Product Designer

Led the design of a flagship product that secured multiple high-profile clients, driving company growth. Co-developed a streamlined design process, increasing team efficiency and product quality. Recognized for delivering high-quality designs within tight deadlines and fostering a collaborative work environment.

### USU Marketing Graphic Artist

August 2018 – January 2022

Created compelling visual identities for campus events and resources, boosting attendance and engagement. Mentored junior designers, fostering a supportive and creative team culture. Delivered timely and effective design solutions tailored to diverse client needs.

## EDUCATION

### California State University Northridge

**Bachelor of Arts**  
Graphic Design

#### Double-Major

Gender and Women Studies

## SKILLS

### Design Tools

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma  
Procreate

### Web Development

Wix  
Shopify  
Wordpress  
HTML  
CSS

## VOLUNTEER

### Lorne Elementary

Designs 5th grade shirts and paints a mural every year

### Kitten Rescue

Fostering cats and kittens, design work, cat transport, and event planning