



ABOUT

Multidisciplinary Designer specializing in brand identity, UI/UX, packaging, and illustration. I craft cohesive, accessible visual systems with a polished, intentional design approach. I'm especially drawn to projects that connect design thinking with real-world experiences, helping businesses communicate clearly and meaningfully.

SKILLS

- Brand Identity Design
- UI/UX Design & Prototyping
- Packaging Design
- Illustration
- Art Direction
- Visual Systems & Layout
- Accessibility & Inclusive Design
- Typography
- Social Media Design

LET'S CONNECT!

519-630-0994
cait.studio123@gmail.com

SERVICE AREAS

Serving clients across Minto, KW, Guelph, Orangeville, and London

Caitlyn Pearn

Multidisciplinary Designer · Branding · UI/UX · Digital Media · Art Direction
Minto, ON · 519-630-0994 · cait.studio123@gmail.com · caitstudio.com

EXPERIENCE

Art Director / Graphic Designer — Everlit Design Co.

Sept 2023 – Dec 2024

- Designed schematic layouts and illustrations for custom outdoor lighting installations.
- Created business cards, gift cards, racecar toppers, and branded print collateral.
- Produced case study visuals, proposal decks, and client presentation materials.
- Contributed to building the visual identity of the company from the ground up.

Design & Brand Assistant — May's Café

Jan 2026 – Apr 2026

- Supported the evolution of the café's brand through in-house design, social media content, and visual storytelling.
- Created promotional graphics, menu layouts, and digital assets to enhance customer engagement.
- Collaborated within a small business environment, aligning design decisions with day-to-day operations.
- Documented and refined design workflows, strengthening the connection between brand identity and customer experience.

Freelance Graphic Designer — Patrick's Beans Coffee

Nov 2024 – Jan 2025

- Refined brand materials to align with updated direction.
- Adjusted layouts, colors, and typography for clarity and consistency.
- Supported marketing needs with optimized digital-first assets.

Freelance Graphic Designer — Zobo Designs

Nov 2023

- Illustrated dragon-themed sticker designs for 3D-printed products.

Independent Beauty Consultant (Part-Time) — Mary Kay

Apr 2026 – Present

- Build and maintain client relationships through personalized consultations and consistent communication.
- Apply principles of branding, presentation, and visual consistency to promote products effectively.
- Develop hands-on experience in sales strategy, customer experience, and self-directed marketing.



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PROJECTS

May's Café — Visual & Operational Design System

- Identified inconsistencies across in-store, digital, and customer-facing materials
- Developed a cohesive visual system for menus, social, and promotions
- Designed with real-world constraints including workflow and usability
- Built a scalable foundation for long-term brand consistency

Water in My Ears — Accessibility Awareness Campaign

- Developed a full brand identity system focused on accessibility and clarity
- Designed illustrations and visual assets to support inclusive storytelling
- Built a Figma website prototype prioritizing usability and accessible navigation
- Considered accessibility standards such as contrast, readability, and inclusive design principles

Vanta Grad Website — Conestoga College

- Designed UI components and interactive features for improved user experience
- Created a custom icon system to support visual consistency
- Focused on usability, hierarchy, and intuitive navigation patterns

CERTIFICATIONS

- RGD Member — Association of Registered Graphic Designers
- Guest Speaker — Accessibility & Inclusive Design
- Best Technique & Promise — Bijans Art Store

TOOLS

Design & UI/UX: Figma · Adobe XD

Adobe Creative Suite: Illustrator · Photoshop · InDesign · After Effects

Web & Digital: Webflow · WordPress · Canva

Collaboration: Google Workspace · Notion · Miro

DESIGN APPROACH

I approach design through research, real-world context, and user needs—creating clear, accessible, and cohesive visual systems.

EDUCATION

Bachelor of Design (Honours)

Conestoga College — 2020–2025