

COLLEEN FITZGERALD

MULTIMEDIA ARTIST & DESIGNER

EXPERIENCE

Graphic Designer

Ford Motor Company

2024-Present

Focused on creating impactful branding and engaging experiences that align with Ford's Global Engagement & Productivity team initiatives.

- Designed and developed cohesive visual systems for Ford and Lincoln's e-learning app, enhancing user experience and engagement.
- Created design, motion, and video content to support brand identity and messaging.
- Collaborated with partners to deliver innovative, user-centered design solutions.
- Contributed to the overall design strategy, ensuring alignment with brand goals and project requirements.

Visual & Brand | Digital Designer

New Balance Athletics, Inc.

2020-2024

Collaborated with Senior Creative Design Manager to produce design assets for internal presentations, logos, packaging, and brand identity items on product.

- Designed logos and brand identity systems for physical products and digital platforms.
- Founded and led a business strategy to enhance package design from concept to production with 2D mechanicals and 3D surface design.
- Served as a design liaison between cross-functional departments, and high-profile external collaborators.
- Produced video and animation sizzle reels for internal presentations and in-house workflow tutorials.
- Provided mentorship and art direction to junior designers.

Junior Visual Production Artist

New Balance Athletics, Inc.

2019-2020

Supported Global Design Team's innovation of next-gen Footwear through creative and business processes.

- Produced inspiring multimedia content for our internal site using the Adobe Illustrator, Photoshop, Lightroom, Premiere Pro, and After Effects.
- Launched a global digital design library and archived two-year's worth of materials for design reviews and remote accessibility during the COVID-19 pandemic.
- Discovered an up & coming AI platform for market research, which was pitched to the C-Suite and implemented in New Balance's business pipeline for trend research.

Digital Media Services Intern

Federal Reserve Board of Governors

2017-2019

Provided Digital Media Services to the Federal Reserve's Office of Board Members by organizing, filming, editing, and animating visual content for their weekly news program, including national press conferences, and agency-wide digital graphic signage.

EDUCATION

The George Washington University | Corcoran School of the Arts & Design

Bachelor of Fine Arts in Digital Media Design

- Division 1 Track & Field Athlete
- Executive Leadership, CHAARG

CONTACT

Portfolio: www.themultimediartist.com

the.multimedia.artist@gmail.com | New York, NY

Other contact info is available upon request

SKILLS

Visual Design:

- Brand Identity
- Logo Creation
- Package Design
- Presentation Design
- UX/UI Design
- Video Production
- Video Editing
- Photography & Photo Editing
- Motion Graphics, Animation
- Generative AI

Technical Programs:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat, After Effects, Lightroom, Dimension, Audition, XD)
- Figma
- Google Drive
- Microsoft Office
- Cinema 4D

Soft Skills:

- Empathy
- Positive Energy
- Team Building
- Adaptable
- Collaborative
- Multi-tasking
- Problem-Solving