

# caitlin costa

## ART SUPERVISOR

### PROFESSIONAL SUMMARY

*Creative with 6+ years of experience crafting bold, culture-driven campaigns for iconic brands. Skilled in leading teams to deliver innovative designs across traditional and social platforms. Known for crafting visually compelling, thumb-stopping content that drives conversation and breaks norms. Passionate about producing award-winning, impactful work.*

**Portfolio:**

[www.caitlincosta.com](http://www.caitlincosta.com)

**Email:**

caitlintcosta@gmail.com

**LinkedIn:**

[www.linkedin.com/in/caitlin-costa/](http://www.linkedin.com/in/caitlin-costa/)

### SKILLS

**Tools & Technology**

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro & XD)
- Prototyping (Figma & Sketch)
- Microsoft 365 & Google Suite
- Generative AI (Midjourney, Firefly, Gemini, Runway)

**Platform Design**

- Social media stills and videos
- Commercials and video
- Digital banners
- OOH & experiential
- Print & email
- Apps and websites (UX/UI)

**Interpersonal**

- Brainstorming
- Engaging presenter
- Welcoming & warm
- Collaborative
- Workflow management
- Known as "can-do Caitlin"

### PROFESSIONAL EXPERIENCE

**Senior Art Director | November 2024 - present**

*Razorfish Health (a Publicis Group agency)*

- Designing and guiding the creation of compelling print pieces, storyboards, digital banners, photo and video shoots, presentation decks and other creative assets for clients, Skyrizi and Rinvoq
- Successfully pitching and winning new business, presenting strategic creative ideas to key stakeholders
- Manages multiple projects simultaneously and works on both big ideas and design execution

**Art Director | August 2023 - October 2024**

*Teladoc Health*

- Collaborated in a client-facing, pod-based team to create paid social media campaigns aimed at attracting and engaging new customers.
- Led and participated in brainstorm sessions, identifying consumer and cultural insights to develop big-idea concepts and creative strategies.
- Directed and mentored junior and mid-level designers, providing constructive feedback and fostering professional growth to push creative limits.

**Art Director | November 2021 - February 2023**

*22squared*

- Conceptualized and executed full-funnel campaigns including commercials, in-store print pieces, social videos, digital experiences and OOH work for client, Publix.
- Extensive hands-on production experience, managing shoots, collaborating with directors, editors, and producers, all while ensuring high-quality content.
- Maintained team morale and fostered a culture of creativity, collaboration, and continuous improvement.

[To see further past experience on my LinkedIn click here](#)

### EDUCATION

**Bachelor of Science in Strategic Communications | 2016-2020**

*University of Miami, Coral Gables*

- Major in Creative Advertising
- Double Minor in Public Relations and Marketing

### AWARDS

- Gold National ADDY 2020
- Best in Show in Miami ADDY 2020
- Silver District and Miami ADDY 2020