

caitlin costa

SENIOR ART DIRECTOR



AWARDS

gold / national ADDY 2020
best in show / miami ADDY 2020
silver / district and miami ADDY
dean's list & provost's honor roll / 2017-2020

CONTACT

caitlintcosta@gmail.com
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EDUCATION

university of miami
bachelor of science in strategic communication
major / creative advertising
minors / marketing and public relations
graduation / may 2020

PORTFOLIO

www.caitlincosta.com

SKILLS

brainstorms / paid social
art instincts/ presentations
video / mobile-first design
mockups / storyboards
OOH / wireframes

illustrator / photoshop / indesign
figma / adobe XD / sketch
midjourney / generative AI

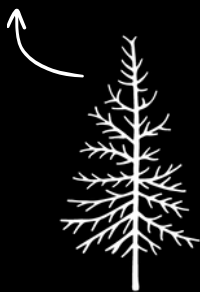
HOBBIES

cooking & baking / traveling
listening to music / making tik toks
pretending to be a podcast host

FAVORITES

my dog chai / ice cream
spanakopita / laughing
designing tiny tattoos
lizzy mcalpine / reality shows

my other tattoo



EXPERIENCE

senior art director / razorfish health (agency)

nov 2024 - present

concept and design impactful digital, print, and event assets

art director / teledoc health (in-house)

aug 2023 - oct 2024

work in a client-facing, collaborative pod structure to craft
paid social media posts that attract and gain customers

art director / 22squared (agency)

nov 2021 - feb 2023

collaborate with team to concept innovative ideas and
direct shoots to ensure the Publix vision came to life

jr. art director & art director / havas health plus (agency)

june 2020 - oct 2021

design fresh visuals for print, social, and digital within
established brand guidelines

creative copy / zeta global (intern)

summer 2019

develop creative for brands with clear rationale and strategy