

CALDER COLLINS

CONTACT | (603) 203-5011 | caldercollins14@gmail.com | caldercollins.com

OBJECTIVE

Detail-oriented graphic designer with freelance and agency experience across UX/UI, brand repositioning, and marketing campaigns, delivering high-quality work.

EDUCATION

BFA in Graphic Design

Keene State College
May 2022 - 2026 | Keene NH

SKILLS

- Adobe Creative Suite
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Photography + Video Production
- Mac & PC Proficiency
- Figma (Proficient)
- Auto-Layout
- Design Systems
- Prototyping
- HTML & CSS
- Microsoft Suite
- Motion Design
- Monday.com
- WordPress
- Wix Studio
- Illustration
- UX / UI
- Canva
- Slack
- Sketch

AWARDS & EXHIBITIONS

- Advanced Typography Poster Exhibition
- IBM UX/UI Professional Certification
- Topics in Contemporary Art Sculpture Installation & Exhibition
- BFA Portfolio Exhibition

DESIGN EXPERIENCE

NE Paradigm | **Graphic Designer** |
Boston, MA | 03/26 - Present

- Designed visually engaging websites, landing pages, and digital advertising that balanced strong UX/UI principles with modern aesthetics.
- Collaborated with marketing teams to create eBooks, presentation decks, blog graphics, social media content, and other brand-aligned marketing materials.
- Produced marketing collateral, including lookbooks and one-pagers, while handling content entry, file preparation for web and print while staying organized.

SilverTech | **Graphic Design Intern** |
Bedford, NH | 01/25 - 08/25

- Designed and delivered 25+ client-ready digital ads, 10+ trade show assets, and 10+ case study layouts.
- Partnered with UX/UI designers to build 3 websites translating client requirements into structured design solutions.
- Supported brand evolution by refining visual systems, contributing to a cohesive rebrand rollout.

Nature Nurture Creative | **Contract Brand Designer** | 01/26 - 04/26

- Developed 2+ brand identities across diverse market segments, delivering cohesive brand guidelines from concept to execution.
- Collaborated closely with cross-functional teams, iterated based on client feedback & strategic direction.
- Designed high-quality mockups and comprehensive brand presentations for client delivery and approval.

PMC Pitch Deck | **Freelance Pitch Deck Designer** | 11/25

- Co-developed narrative structure and visual direction for a funding pitch, presenting 2 polished deck concepts
- Curated and produced 40+ sourced visual assets while developing a look and feel to support storytelling.
- Delivered final deck with 3 rounds of revision on time.

Soulman's BBQ | **Freelance Digital Ads & Social Templates** | 06/25

- Produced 12 branded social media templates and promotional graphics, increasing content output capacity for ongoing campaigns.
- Helped to further develop ongoing marketing campaigns to maximize engagement.

Friends of the Messiah | **Poster & Program Cover Designer** |
Peterborough, NH 10/24

- Developed several poster concepts, delivering a finalized print-ready design.
- Adapted selected posters into program cover formats, ensuring typographic and layout consistency.

Keller Augusta | **Freelance Publication & Layout Designer** | 07/25

- Designed a 3-page industrial handout, applying brand guidelines for print distribution.
- Sourced, cleaned, and formatted 75+ logo and reference assets for use in publication materials.