



Cat Schultz

GRAPHIC DESIGNER ● ● ●

About me

Graphic Designer with experience across a wide range of design outputs, including flyers, catalogues, window decals, websites, social media, EDMs, brand identity, and logo design. I work across both print and digital, with a strong understanding of preparing print-ready files and collaborating directly with suppliers. I enjoy fully immersing myself in a brand, developing cohesive, consistent visuals while also confidently managing and designing for multiple brands at once. My work balances creativity with practicality, ensuring designs not only look good but are effective and production-ready.

Employment

2025 – Current

About Face / The Beauty Assembly

As the in-house **Graphic Designer** at The Beauty Assembly, I create all visual communication for About Face, Auckland's five-clinic skin network and for the brands the Assembly distributes, including Pure Fiji, Image Skincare, and Youngblood. Working across print and digital, I produce assets for our own clinics and for external stockists, always within each brand's guidelines. My work spans campaigns, catalogues, EDMs, social content, clinic windows, and branded merchandise, alongside the monthly marketing calendar and the Assembly Insider. From first concept through to managing print production, I keep a consistent, considered presence across every brand and touchpoint.

2022 – 2024

easy2C

I began my journey there as a MAC Operator, focusing primarily on typography and image editing. Over the years, I was promoted to **Graphic Designer**, taking on larger projects and gaining the creative freedom to explore contemporary design approaches. Working in a print-focused environment, I developed a deep understanding of designing for specific printing machines, the printing process itself, and how to properly set up files for production. During my time at easy2C, I designed a range of stationery products, including promotional flyers, company forms, and car decals. Additionally, I redesigned a series of calendars sold directly to consumers, enhancing their visual appeal and market relevance.

2024 – 2025

ManukaRx

As the sole **Graphic Designer** at ManukaRx, a science-backed skincare brand harnessing the power of nature, I have managed all visual communication, collaborating with teams across the company to bring their ideas to life. From presentations, flyers, and business cards to brochures and digital campaigns, I have supported the sales, management, and marketing teams with their design needs. Over time, my role has expanded beyond design to include social media content creation, digital marketing strategy, and video editing, allowing me to shape the brand's online presence and engagement.

2019 – 2022

MeDArT

Working at MeDArT, a research initiative that explores the intersection of science, drawing, and technology in advancing dementia research, has expanded my design experience beyond university and personal projects. In addition to my work with MeDArT, taking on smaller projects for other clients has given me a deeper understanding of the challenges involved in building a brand from a narrative perspective. As a casual **Graphic Designer**, I learned to work efficiently under tight deadlines, often handling urgent tasks with quick turnarounds. This role also reinforced the importance of client collaboration, balancing my visual instincts with their vision to create designs that are both effective and aligned with their expectations.

Languages

English and Portuguese

Education

2017 – 2020

Bachelor of Visual Communication Design with Honours from MASSEY UNIVERSITY in NEW ZEALAND

2010 – 2016

International Baccalaureate and High School Diploma from OVERSEAS FAMILY SCHOOL in SINGAPORE

Creative skills

- Illustration
- Photography
- Video Editing
- Digital Drawing
- Photo Editing

Software skills

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Lightroom	●●●●●●●●●●
Adobe Premiere	●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●
Microsoft Office	●●●●●●●●●●
AI Agents	●●●●●●●●●●
Adobe Firefly	●●●●●●●●●●
Canva	●●●●●●●●●●
Figma	●●●●●●●●●●
Google Web Designer	●●●●●●●●●●

Contact

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References provided upon request.