

CARLOTTA KANE

Graphic Designer — Realty Operations Group (LeFrak)

NEW YORK, NY | Sept '19 - July '26

Developed print and digital collateral for over a dozen major properties in NYC, New Jersey, and Miami. Generated marketing packages for property launches and rebrands, including a full rebranding of a lower Manhattan hotel and complete brand development from concept to launch for a new Miami residential property. Led creative direction for four years of Newport Summer Fest, drawing 1,500+ attendees annually, and five seasons of branding for Jersey City's seasonal skating rink, including all print and digital materials.

Graphic Designer — Interpretrek

ROCHESTER, NY | Aug '21 - Sept '23

Developed core branding and layout templates while designing print and digital materials for marketing, recruitment, and internal communications. Established onboarding resources and HR documents that aligned with brand standards and technical specifications.

Head Marketing Coordinator/Senior Designer — Late Nite

BINGHAMTON UNIVERSITY | Aug '18 - May '19

Overseeing a student design team creating posters, logos and other print and digital marketing content. Coordinating between student staff, graduate advisors, and heads of department in order to maintain consistent marketing standards and develop new practices.

Photographer — Fleishman Center for Career Development

BINGHAMTON UNIVERSITY | Aug '18 - May '19

Captured professional headshots for the student body and multiple clubs and organizations. Photographed large-scale professional development events and career fairs attended by 2000+ participants each semester, ensuring consistent, high-quality imagery throughout.

Layout Editor — Binghamton University Law Quarterly

BINGHAMTON UNIVERSITY | Jan '18 - May '19

Using InDesign to design and layout a 32-page undergraduate law journal, emphasizing clean typography and optimal readability. Delivered polished versions for print and digital distribution, and liaised with print facility to coordinate quarterly runs. Created conceptual rebrand, including logo design, brand guidelines and promotional materials.

Freelance Graphic Designer & Photographer / Owner, Carlotta Rose Design

Provide end-to-end branding, print, digital design, and photography services for a diverse client base, including startups, nonprofits, and established corporations. Manage projects, client relationships, scopes, and timelines independently. Develop cohesive visual identities, logos, marketing collateral, social media assets, and original imagery tailored to individual goals.

Education

BA, Graphic Design
Binghamton University, NY
2019

Skills

Adobe Illustrator • InDesign
Photoshop • Lightroom • XD
Premiere • AfterEffects

Sketch | Figma
Canva | Creatopy
PowerPoint | Prezi

Portfolio

carlottarose.com/portfolio
[linkedin.com/in/carlotta-kane](https://www.linkedin.com/in/carlotta-kane)

Carlotta Rose Design

What will you do next?