

CARLOTTA KANE

Graphic designer with 7+ years in brand identity, print production, and digital campaign work. Experience spanning real estate, editorial, environmental graphics, and web, with full ownership from concept through production-ready delivery.

GRAPHIC DESIGNER & PHOTOGRAPHER — CARLOTTA ROSE DESIGN *Springfield, MA | 2018 - Present*

- Provide end-to-end branding, print, digital design, and photography services for a diverse client base, including startups, nonprofits, and established corporations.
- Present concepts directly to clients, navigate feedback across revision cycles, and manage scope, timelines, and vendor relationships independently.

GRAPHIC DESIGNER — REALTY OPERATIONS GROUP (LEFRAK) *New York, NY | Sept 2019 - July 2026*

- Developed print and digital collateral for over a dozen major properties across New York City, New Jersey, and Miami.
- Generated marketing packages for property launches and rebrands, including a full rebranding of a Manhattan hotel and brand development from concept to launch for a Miami residential property.
- Led creative direction for four years of Newport Summer Fest, drawing 1,500+ attendees annually, and five seasons of branding, marketing and collateral for Jersey City's seasonal skating rink.
- Built brand asset libraries in Illustrator and Figma, and produced digital and paid social ad creative for property campaigns.
- Designed tenant-facing signage programs across multiple properties in InDesign and Illustrator, adhering to ADA requirements and improving wayfinding clarity.
- Directed external vendors including printers, fabricators, photographers, and web developers.

GRAPHIC DESIGNER — INTERPRETEK *Rochester, NY | Aug 2021 - Sept 2023*

- 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 for print and electronic distribution.

HEAD MARKETING COORDINATOR / SENIOR DESIGNER — LATE NITE BINGHAMTON *Binghamton University | Aug 2018 - May 2019*

- Oversaw a student design team creating posters, logos, and print and digital marketing content; led weekly creative reviews.
- Coordinated between student staff, graduate advisors, and department heads to develop and maintain marketing standards.

LAYOUT EDITOR — BINGHAMTON UNIVERSITY LAW QUARTERLY *Binghamton University | Jan 2018 - May 2019*

- Designed and laid out a 32-page undergraduate law journal in InDesign, emphasizing clean typography and optimal layout.
- Trained new editors on InDesign layout conventions and the journal's submission-to-print workflow.

CONTACT

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EDUCATION

BA, Graphic Design | 2019
Binghamton University, NY

PORTFOLIO

carlottarose.com/portfolio

SKILLS

Software: Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere, After Effects, PowerPoint, Google Slides, Keynote, Figma, Canva, The Brief

AI Tools: Firefly, Runway, Claude, ChatGPT

Digital & Campaign: UX-based wireframes, web design, HTML/CSS, paid social and display advertising, campaign development, motion graphics, brand asset management, Mailchimp, AI generation and template creation

Brand & Production: Visual identity, design systems, brand guidelines, typography, art direction, editorial layout, prepress, large-format and environmental graphics, ADA compliance, wayfinding, print vendor management

Project Management: Asana, ClickUp, Monday, Jira, Trello, Notion