

CAITI MASCIOTTI

Designer

I am a designer with an eclectic background in the fashion and design industry holding positions in footwear design, product development, graphic design, and more. These various roles have shaped my outlook on creativity and opened my eyes to all the possibilities when it comes to product, website design, art direction, social media content, illustration and how all of it pertains to a holistic branding strategy.



EXPERIENCE

E-Commerce Graphic Designer

White Mountain Shoes | Nov 2019 - present

- Creation of compelling visuals across E-Commerce channels
 - Ad creative, Email, Homepage and Social design
- Social Media management
- Design visuals to resonate with brand target audience
- Product packaging and hang tag design
- Photo shoot planning, styling and execution for WM brands
- Rebranding of WM brands in 2020-2023

Digital/Product Designer

ChalkTalk SPORTS | Oct 2018 - September 2019

- Trend Research
- Design and development of goods
 - Correspondence with China factories and suppliers
- Creation of apparel graphics
- Digital Design (website, email, social etc.)
- Assisted on photo shoots for new product launches

Footwear Design Assistant, Dillard's Brands

Camuto Group | Oct 2016 - May 2018

- Trend Research
- Sketching and design
- Tech packs to send to China
- Detailing of shoes in color/material
- Photoshop CADs to show shoes in different materials to buyers
- Original pattern design for textiles

Trend & Material Coordinator, Dillard's Brands

Camuto Group | Aug 2015 - Oct 2016

- Reported to Creative Director of all 5 Dillard's Brands
- Trend and market research
- Mood board creation for seasonal trend stories
- Color palette creation and development
 - Worked with head designers to create color palettes
 - Correspondence with China offices for development
- Material and leather development
 - Correspondence with China offices to ensure timely and accurate development of all textiles and leathers
- Designed seasonal Trend Presentation
- Attended trade shows to meet suppliers and for inspiration
- Traveled nationally and internationally for development

EDUCATION

- Immersion by Bonnie Christine

*Surface Pattern Design
Mar 2023- May 2023*

- Keene State College

*BFA Graphic Design
Aug 2010 - May 2014*

INTERNSHIP

Women's Casaul Design Intern

Timberland | Jun 2014 - Jun 2015

- Trend Research
- Mood boards
- Sketching
- Presenting ideas to Women's team
- Tech packs
- Original textile designs
- Original hardware design (adopted)
- 5 original Fall '15 styles (adopted)
- Footwear workshops
 - Engingeering
 - Last design
 - Leather development
 - Shoe making

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Illustration & Sketching
- Repeat Surface Pattern Design
- Hand Sketching
- Photoshop CADs
- Set design & Styling
- Wardrobe Styling