

CATHERINE SHALAWAY

ART DIRECTOR + DESIGNER

CREATING BOLD, INNOVATIVE VISUALS THAT
ELEVATE AND CAPTIVATE

 610-716-5384

 cathyshalaway@gmail.com

 www.catherineshalaway.com

SOFTWARE EXPERTISE

Photoshop

InDesign

Illustrator

PowerPoint

Figma

UNIQUE PERSPECTIVE

*Offering a rare synergy
that blends the vision
of a Creative Director,
the innovation of an
Art Director, the critical
thinking of a Product
Developer, the artistry of
a Digital Designer, and
the Perspective of
a UX Designer always
considering the user.*

ABOUT ME

Award-winning Art Director and Senior Designer with 10+ years delivering high-impact print and digital creative for established brands and cross-functional teams. Expert at creating cohesive visual systems across campaigns, presentations, advertising, and sales materials. Skilled at translating complex information into clear, engaging visuals while maintaining brand integrity and meeting tight deadlines. Combines hands-on design expertise, Adobe Creative Cloud mastery, and user-centered thinking to deliver polished, on-brand work on time and within scope.

EXPERIENCE

CONAIR CREATIVE CONSULTANT/SENIOR DESIGNER 2022 – PRESENT

- Designed and executed print and digital marketing assets across retail and DTC channels, including e-commerce, social media, packaging, and in-store materials for Walmart, Target, Amazon, Ulta, Dollar General, and brand-owned sites.
- Supported major product launches and licensed partnerships, creating CADs, product renderings, and visual assets to maintain brand consistency across multiple platforms.
- Partnered with marketing and sales teams to develop executive presentation decks for brand overviews, product pitches, and internal reviews, enhancing storytelling and supporting business objectives.

TUNG HING HONG KONG ART DIRECTOR/DESIGNER 2018 – 2022

- Led creative direction and hands-on design for proprietary product lines distributed globally, ensuring cohesive visual systems across packaging, marketing, and digital touchpoints.
- Conducted trend research and visual forecasting to guide design strategy, ensuring consistency and relevance across consumer markets.
- Collaborated with clients, sales teams, and internal stakeholders to align creative concepts with business and sales objectives, supporting presentations and new account acquisition.
- Directed photo shoots for packaging and e-commerce, ensuring visual quality, brand standards, and final asset delivery; contributed to copywriting and content strategy.
- Developed private-label brand systems, including product and packaging design, color palettes, materials, patterns, and surface graphics, ensuring scalability and brand alignment.

UNIQUE INDUSTRIES CREATIVE SUPERVISOR/DESIGNER 2016 – 2018

- Managed and mentored design teams delivering integrated creative campaigns and branded products for 30+ domestic and international clients annually.
- Oversaw design and production workflows for multiple concurrent projects, managing priorities, timelines, and status reporting to ensure on-time, high-quality delivery across print and digital assets.
- Collaborated with Design Leadership and Marketing teams to shape creative strategies aligned with business objectives and retailer goals.
- Developed digital presentation decks and visual mockups for sales meetings and executive reviews, supporting brand storytelling and business development.
- Promoted to Creative Supervisor within eight months for leadership, organization, and consistent delivery in a fast-paced environment.

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EXPERIENCE PAGE 2

CONAIR/SCUNCI INTERNATIONAL ART DIRECTOR 2006-2016

- Directed hands-on design for print, packaging, retail displays, and digital graphics, supporting global brand standards across multiple departments and 12 corporate brands.
- Partnered with retailers (Walmart, CVS, Target) on private-label and account-specific campaigns, designing 100+ quarterly retail displays generating \$12M annually.
- Collaborated with licensed brands (Disney, Warner Bros, Tracy Reese) and conducted market trend research, producing global trend reports to inform campaigns.
- Supported production of 2,500+ SKUs per year, ensuring brand consistency and quality across domestic and international channels.

SCUNCI INTERNATIONAL PRODUCT DEVELOPMENT DESIGNER 2002-2006

- Developed new products and innovative design solutions for all scunci hair accessories, My Lil Star clothing line, Store 'Ems storage containers and No Slip Grip technology
- Invented several US Patented consumer products generating millions in revenue at various mass market retailers
- Traveled to Europe on trend research trips, compiling materials for Annual Trend Presentations
- Traveled to Asia to work directly with Manufacturers in developing prototypes

MATTEL PACKAGING DESIGNER FOR BOY'S TOYS 1999-2002

- Design of printed material associated with Matchbox®, Tyco R/CTM, Go Action and Hot Wheels brands, including packaging, retail displays, posters and instruction sheets
- Prepared all in-house mock ups for sales presentations and trade shows, including New York City Toy Fair

FREELANCE DESIGNER / CREATIVE CONSULTANT 2015 – Present

- Designed print and digital marketing materials for businesses and lifestyle brands, including brochures, social media campaigns, email templates, and presentation decks.
- Developed brand assets and visual systems, ensuring consistency across digital and print touchpoints.
- Collaborated with clients to create story-driven campaigns, improving engagement and supporting marketing goals.
- Key clients and brands: Campbell's, Prego, Basic Fun, K'Nex, FranceLuxe, BelleFixe, M Night Shymalan Foundation
- Delivered projects on time and on budget using Adobe Creative Cloud and Microsoft 365