

CAITLYN GASS

Graphic Designer
& Illustrator



Personal Information

902-410-0358

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www.caitlynscreativity.ca

Skills Summary

- Proficient in Adobe Suite products such as Illustrator, Indesign, and Photoshop. With experience in layout, typography, brand design for social media, and document publishing for Flaxmobile and the Flax Fibre to Fabric Project.
- Comfortable in additional programs: Figma, Adobe Fresco, Affinity, Canva, Miro, Wix, Cargo, Squarespace, and Wordpress (using Gutenberg or Elementor).
- Ability to work collaborately in a fast pace environment, through 8 years of retail work and helping develop my graduating years design graduate exhibition.
- Ability to communicate with clients and adapt for day to day needs through my experience freelancing.

Exhibitions

[Flax Ecologies](#), Anna Leonowens Gallery, N.S.
2025

[Reframed](#), Grad Exhibition, NSCAD University,
N.S. **2023**

[Stick'EmUp!](#), Argyle Fine Art, Halifax, N.S.
2022 & 2023

Education

Bachelor in Design | Minor in Illustration,
NSCAD University, N.S. Canada. **2023**

Caitlyn is a multi-disciplinary designer and illustrator. Based out of Halifax, NS, her work is inspired by nature's bright colours, sustainability, and human connections.

Caitlyn's love for stories and attention to detail helps bring her projects to life.

Work Experience

Freelance Graphic Designer and Illustrator

April 2021 – June 2025, May 2026 – Present

Working part-time with clients on a regular basis to provide graphic design services such as social media graphics. Using the Adobe Suite to create graphics, short videos, and maintain branding across each design.

Currently supporting: Flax Fibre to Fabric Research Project, and MDR Strategy Group.

Graphic Designer / Flax Fibre to Fabric Project

May 2026 – Present

Developing content outlines and graphics for external communications around the project, as well as designing graphics for historical research presentations.

Junior Graphic Designer / [MDR Strategy Group LTD.](#)

June 2025 – May 2026

Supporting a range of visual projects across digital campaigns, publications, presentations, social media, banners, displays, and website design.

Illustrator / [Flaxmobile Project](#)

April 2023 – March 2025

Helped create botanical illustrations and graphics for the project, build and maintain the project's website, create and design documents, and maintain their social media communications.

Fashion Merchandiser / Walmart Canada

September 2017 – December 2025

See my portfolio for examples of my design work [here](#).

