



Pam Caperton

EXPERIENCE

Freelance Designer | Pam Caperton Design | 2010–present
Clients include Asterisk Group, *Tribeza*, Texas Monthly Custom Publishing, Andrew Harper, and POM Public Relations

Designer | Asterisk Group | 2013
Created print and digital marketing materials, environmental signage and wayfinding packages, and more, for Cypress Real Estate Advisors' multifamily, mixed-used developments in Austin and Dallas. Properties include Cielo South Lamar, Corazon, Azul Lakeshore, and Haven Lake Highlands.

Helped develop a south Texas H-E-B's bilingual interior signage package, and oversaw the design and creation of production files and fabrication specifications for over 75 interior signs throughout 15 store departments.

Produced additional work for a range of clients, including The Thinkery, fd2s, Central Health, The University of Texas at Austin, and Humanities Texas.

Senior Design Director | Andrew Harper | 2011–2012

Production Designer | Andrew Harper | 2010–2011
Responsible for designing and maintaining quality and consistency of member- and partner-facing print and digital marketing materials, including web and email design, annual and quarterly publications, and brand assets.

Developed and executed a new production process (including the coordination of three employees and two freelancers) for the annual *Andrew Harper Alliance Travel Directory*, resulting in the mailing of the publication six weeks earlier than ever before.

Graphic Designer | Wyatt Brand | 2008–2010

Creative work included logo and brand asset development, print and digital marketing materials, publication design, copywriting (including brand language and taglines), and photo sourcing and editing.

Managed and coordinated interns, freelancers, production designers, printers, photographers, and web designers.

Design Intern | McGarrah/Jessee | 2008

Produced projects for company's client, Whataburger. Design work included dipping cup design, in-store collateral for 2008 Christmas campaign, and signage and event design for annual Whatagames.

SKILLS

Production: file prepress, print estimates, fabrication specifications, photo sourcing and editing

Print: marketing collateral, publications, identity systems

Environmental: signage, wayfinding, donor walls, leasing center art

Digital: website design, email design

In-depth knowledge of **Adobe Creative Suite**

EDUCATION

BFA in Communication Design

Texas State University | 05/2008

BS in Radio/Television/Film,

Minor in Art History

The University of Texas at Austin | 05/2004

REFERENCES

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