



Karleen Goffinett

Education

The Modern College of Design

Bachelor's Degree in Design Leadership

Valedictorian | August 2021 to April 2023 | 4.0 GPA

Involved with Pride Club, the orientation leadership team, and the National Student Advertising Competition (NSAC) for two years. I graduated with honors.

Associate's Degree of Applied Business in Design

Valedictorian | August 2019 to May 2021 | 4.0 GPA

Involved with Pride Club, the orientation leadership team, and the National Student Advertising Competition (NSAC) for two years. I graduated with honors.

Design Experience

The Ohlmann Group

Design Intern | January 2023 to Present

Work with the creative team to make print and digital deliverables: letterheads, thank you cards, business cards, envelope designs, social media images, emails, print ads, flyers, and banner ads. My internship ended in April 2023, and I have been freelancing for the agency since then.

Freelance Designer

Dee & Me Designs | March 2022 to Present

Worked with the owners to make or refine designs and get them ready for print production. Helped set up their shop on Etsy and offer advice on t-shirt designs.

Extended Hearts | June 2022 to September 2022

Pitched logo ideas for a new restaurant called Saoko Tea. Helped develop the brand identity and worked on the website for Saoko Tea.

GrowHouse NYC

Design Intern | May 2021

Worked with two other design interns to develop an app design and develop a Pitch Deck.

Other Experience

Floral V Designs

Back of House Assistant | May 2019 to Present

Work with a team to deliver arrangements to weddings and homes. Hand wash floral buckets, prepare flowers for the freeze dryer, and seal the flowers with Plasti Dip.

Contact

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NSAC Experience

Creative Director | Spring 2023

Led the team, planned classes, answered questions regarding the process, and met with the leadership team and instructors throughout the competition.

Team Placement: 2nd in the AAF District 5 competition.

Marketing Director | Spring 2022

Led and oversaw the marketing team, helped implement the marketing plan, and communicated with the design team.

Team Placement: 2nd in the AAF District 5 competition.

Program Experience

Adobe Creative Cloud

- InDesign
- Illustrator
- Lightroom
- Photoshop
- XD

Google Programs

- Docs
- Drive
- Sheets
- Slides
- Forms