



# Catiebelle Bulmer

Artist \* Educator \* Consultant

email: [catiebelle@yogicselfcare.com](mailto:catiebelle@yogicselfcare.com)

mobile: (570)878-7566

website: [www.yogicselfcare.com/creative](http://www.yogicselfcare.com/creative)

## EDUCATION

- **Master of Fine Art**  
Academy of Art University  
Advertising with a focus in Art  
Direction & minor in Copywriting  
2014 – San Francisco, CA
- **Bachelor of Fine Art**  
Kutztown University  
of Pennsylvania  
Graphic Design, with a focus in  
Illustration & Advertising Design  
2011 – Kutztown, PA
- **E-RYT 500 Yoga Teacher**

## STRENGTHS

- Brand Identity Design
- Art Direction for Advertising
- Illustration & Hand Lettering
- Brainstorming & Storyboarding
- Writing Content & Copy Editing
- Painting & Murals
- Asking Good Questions
- Leading with Enthusiasm
- Creative Problem Solving
- Visual Storytelling
- Project Management
- Adobe Illustrator, Photoshop,  
& InDesign
- Guiding Yoga: Vinyasa, Hatha,  
Yin, Restorative, Breathwork  
& Meditation

## EXPERIENCE

- **Yogic Self-Care – Creative Director & Yoga Educator** / Shohola, PA
- **Freelance – Art Director, Graphic Designer, Illustrator, Consultant**  
Clients including 40/40 Agency, AIGA, Amri Studio, Arms & Anchors, Bare Bottoms Brewery, Berks County Humane Society, ChangeWorks Institute, Dudeshopping.com, KU's Who's Who Induction Ceremony, Strong Man, ROI DNA, Parker & Parker Art, Washington Nationals
- **The Art Institute of Portland – University Professor** / Portland, OR  
Instructed 11-week university courses to BFA students with concentrations in graphic design, advertising, design management, fashion marketing, & photography. Courses included Art Direction, Publication Design, Illustration, Collateral Advertising, Rapid Visualization, & Corporate Identity.
- **TipTap Dance for Charity – Creative Director** / Portland, OR  
Led a creative team at a digital start-up through: Brand launch - style guide, visual assets, social media planning and content creation, photo & video shoot direction, brainstorming, storyboarding, script writing, copy editing, UX/UI design, marketing collateral, app store design, project management and structuring team work flow. App & website development - market research, pencil sketches, wire-framing, prototyping, beta testing, bug fixes, app store release.
- **Leo Burnett – Art Director** / Chicago, IL  
P&G Secret "Mean Stinks" campaign including print, social and activations.  
P&G Secret brand print, web banners and commercial storyboards. Kashi GOLEAN "The World Is My Gym" campaign including print, web, social and activations. Kashi Organic Promise "Connected" campaign including print and social. Also worked on Coke, Special K, McDonald's and Kellogg's.
- **BarretSF – Art Director** / San Francisco, CA  
Rubio's brand design in POP, print collateral and web banners. Also worked on YP, PAC12 Network and WWE2K.
- **Composition4 – Art Director** / San Francisco, CA  
San Francisco Baseball Academy brand identity and website redesign.  
Academy of Art University editorial design and marketing collateral.  
Monterey Bay Aquarium mobile app development and online videos.  
4th Seal Winery, Epic Machines, and Architecture for Humanity brand identity.
- **Crayola – Graphic Design Intern** / Easton, PA  
Worked with company designers and illustrators to prepare digital artwork files and build package comps, presentation materials, logo designs, signage and point of sale displays. Illustrated and designed numerous promotional pieces for Crayola, Marvel and Nickelodeon. Gained experience in professional photo shoots and high volume printing.
- **KU Student Union – Graphic Designer** / Kutztown, PA  
Created various posters, pamphlets, logos, t-shirt designs and other promotional collateral for campus clients.