

cat yu

contact

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cyuself.com
@cat_yu_outside

about

Cat spends most of her time in the outdoors - typically on skis. But when the snow melts she can be found hiking, mountain biking, climbing, SUPing, or puttering around on her motorcycle. Snacking fuels her adventures, but also her soul. As do dogs.

She is currently seeking both local and remote full-time Graphic Design positions with like minded people. Interested? Let's talk!

greatest adventures yet

Solo thru-hiked the Highline Trail,
Skied toured Lone Peak and Box Elder,
Attempted to ski King's Peak,
Got lost trying to Summit Timpanogos,
Successfully summited the Grand Teton,
Got lost descending the Grand Teton,
Backpacked Europe for four months,
Roadtripped the western US & Canada
to ski anything and everything.

education

Boston University, Class of 2017
BFA in Graphic Design with a Minor in History of Art and Architecture
GPA 3.8, Magna Cum Laude, Deans List with Recognition
Boston University College of Fine Arts Scholarship Award

experience

BACKCOUNTRY.COM GRAPHIC DESIGNER

April 2021 – Present

Marketing campaigns across site, social, and email channels. Event materials including airstream vehicle illustration and wrap, podium design, flyers, etc. Print catalogue layout and typesetting. Creation of templates and asset libraries in Adobe CC and Figma. Training new hires and interns.

FREELANCER GRAPHIC DESIGNER

November 2017 – Present

Branding, illustration, type setting, social media, web and app layout design, etc. Clients include Solitude Mountain Resort, Utah Avalanche Center, Harvard Business Review, Superette Studio, Visual Dialogue, more.

PARK CITY SKI INSTRUCTOR

November 2018 – Apr 2021

Alpine II and Child Specialist I certified. Working efficiently in a busy environment to provide guests with a quality experience by establishing rapport, building trust, and analyzing skill level.

FREELANCE PHOTOGRAPHER

August 2011 – Present

Portraits, concerts, sporting events, and interior design photography.

skills

Adobe Creative Cloud, Figma, After Effects, basic HTML and CSS
Photography - digital: Nikon D850, Canon 60D, film: Minolta 7000i
PSIA Alpine II & Child Specialist I Ski Instructing Certifications

extracurriculars

Ski Like A Girl (SLAG) Brand Ambassador
Boston University Varsity Division 1 Track & Field

exhibitions & submissions

Arts at Sloane House, Spring 2014
Undergraduate Art Showcase, Fall 2014 and 2015
Student Showcase at the PRC in Boston Spring 2015 and 2017
First Place Art of Astrophysics Competition, 2016
Cadillac Olds, BFA Thesis Exhibition, Spring 2017
City of Boston Arts and Culture, Holiday 'B' Contest, 2018