

## **CHARLOTTE BASSIN**

346 White Ash Dr, Golden, CO 80403  
303.842.9015 | charlottebassin@gmail.com | charlottebassin.com

Creative professional with a passion for finding beauty in the simplest of things and translating it into visual storytelling through design, art and photography.

### **PROFESSIONAL EXPERIENCE**

#### ***Freelance Graphic and Web Designer/Photographer, Wander + Wonder LLC***

January 2006 - Current

Run a highly successful business as a freelance web/graphic designer and photographer. Worked with 100+ businesses (including Natural Habitat Adventures, Morris Animal Foundation, Google Sketch Up, Vail Resorts, The Humanity Foundation, Harvard University, Crocs, Chocolove, National Jewish Health) to produce visually compelling materials across print, product and digital marketing channels. Manage all aspects of a business, including marketing, sales, accounting, client relations and project management.

- Work collaboratively with clients to determine needs, provide cost-effective solutions, and always deliver excellent design, on time and within budget.
- Adhere to brand standards when available or work with client to create style guidelines.
- Create brand identities (with a strong focus on logo/wordmark, typography, color and imagery), marketing collateral in both print and digital platforms including: business cards, letterhead, brochures, postcards, posters, multi-page publications, advertisements, email campaigns, web graphics, digital ads, promotional materials and product design.
- Have base knowledge of print press operations; work with multiple vendors in the print industry.

#### ***Graphic Designer/Multimedia Designer, Empowering Performance, Inc.***

March 2021 - June 2023

- Developed new brand identity and all visual assets for 'Leadership to Live By' training program.
- Created videos, motion graphics and print materials to support custom e-learning solutions for several corporate and non-profit clients.
- Supported marketing team with website redesign, social media graphics, promotional materials.

#### ***Design & Interactive Manager/Zoo Photographer, Denver Zoological Foundation***

September 2011 - July 2017

Oversaw project management and design of all print and digital marketing, promotional materials, advertising, sub-brands, onsite signage, educational materials for over 700 projects per year for various departments across the zoo including Marketing, Public Relations, Development and Education.

- Led award-winning design of logo and brand development, design and production of all signage for the zoo's new tiger exhibit, along with advertising campaign to promote the grand opening; a project that had never in the zoo's history been done in-house.
- Maintained and updated company website with more than 350,000 views per month, using Drupal.
- Built weekly HTML e-newsletters and press releases to send to members, donors, media outlets and more than 100,000 email subscribers.
- Acted as staff photographer averaging 100 photo assignments a year. Initiated and led Volunteer Photography Committee.

## **CHARLOTTE BASSIN**

346 White Ash Dr, Golden, CO 80403  
303.842.9015 | charlottebassin@gmail.com | charlottebassin.com

### **Sr. Web Designer, International Networks/AZN Television**

July 2004 - January 2006

Managed the design, development and maintenance of corporate and consumer web sites, secure affiliate extranet and company intranet. Responsible for creating all web graphics, microsites, and Flash animation.

- Oversaw and directed the work of external consultants and vendors (i.e. backend developers, Internet Service Providers and other specialized designers).
- Communicated and consulted with various internal departments regarding online strategy and site enhancements.
- Coordinated team to strategize and organize Digital Asset Management system.

### **SKILLS**

- Expert knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Skilled in using Website Content Management Systems (Drupal, WordPress, Squarespace).
- Experience with video editing software (iMovie, Camtasia).
- Comfortable using a variety of Project Management Applications (Asana, Trello, Basecamp, SharePoint).
- Stellar communication, problem-solving and project management skills.
- Outstanding leadership and organization skills.
- Exemplary interpersonal and analytical abilities.

### **EDUCATION**

#### **University of Massachusetts, Amherst**

1997 - 2001 BA in Art: Computer Graphics & Photography | Minor in Art History and Italian

2000 Study Abroad and Internship in London, England

1997 Study Abroad at Università per Stranieri - Siena, Italy