

Catherine Leonhard

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EDUCATION

University of Michigan

Penny W. STAMPS School of Art & Design

Ann Arbor, MI

September 2021 - May 2025

- B.F.A. Art & Design | Minor in Computer Science
- GPA: 3.5 | Cum Laude
- Relevant Coursework: Building Web Interfaces, Visual Identity & Branding, Interaction Design, User Interface Development, Data Structures & Algorithms

SKILLS & INTERESTS

- **Design & Development:** Web Design & Development, UI/UX Design, Graphic Design, Visual Identity & Branding Design, Photography
- **Technical:** HTML, JavaScript, CSS, C/C++
- **Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), WordPress, Figma, Canva, Microsoft Office (Word, Excel, PowerPoint)
- **Professional:** Website Management, Content Design & Visual Storytelling, Teamwork & Collaboration, Problem Solving

WORK EXPERIENCE

Adrian Track & Field

Assistant Coach - Pole Vault

Adrian, MI

September 2025 - Present

- Developed and implemented training drills to improve athlete performance.
- Developed strong relationships with athletes to assist in reaching goals, build trust and rapport.
- Collaborated with the head coach to develop and maintain team schedules and practices to enhance preparedness.

Michigan Institute for Data & AI in Society

Communications Assistant

Ann Arbor, MI

September 2023 - Present

- Created print and digital materials to fit brand aesthetics and achieve marketing objectives
- Designed custom branding and provided support for events
- Maintained websites and designed landing pages to ensure cohesiveness and accessibility
- Demonstrated leadership skills in managing projects from concept to completion

GT Independence

Caregiver

Lake Orion, MI

May 2022 - Present

- Transported individuals to events and activities, medical appointments, and shopping trips.
- Assisted clients with daily living needs to maintain self-esteem and general wellness.
- Assisted patients with self-administered medications.

LSPedia

Graphic Design Intern

Farmington Hills, MI

August 2025 - October 2025

- Developed sales collateral, including datasheets, case studies, and presentations, to support business development efforts.
- Designed digital marketing assets such as advertisements, landing pages, and social media graphics to enhance brand visibility.
- Partnered with senior leadership on strategic initiatives and cross-functional projects.

PROJECTS

Personal Portfolio Website – Designed and developed a responsive website using HTML, CSS, JavaScript, and Bootstrap to showcase projects and skills.

DAIR3 Website – Built and launched a website for the Michigan Institute for Data & AI in Society’s researcher training program, ensuring accessibility and user-friendly navigation.

PopUpDocs – Created brand identity and visual design for a mobile documentary filmmaking and editing workshop.

STAMPS Wayfinding – Designed a comprehensive wayfinding system for the Penny W. Stamps School of Art & Design to improve campus navigation.

MatchMakers App – Developed a mobile application for roommate matching, prioritizing user preferences and privacy features.

SnackPass Redesign – Redesigned the user interface of a mobile food ordering app, enhancing usability and overall user experience.

Asteroids Game – Programmed a fully interactive browser-based game using HTML, CSS, and JavaScript/jQuery.