

Caden Marinacci

● UI/UX & Graphic Designer

Graphic designer specializing in branding and visual identity systems, with a strong emphasis on consistency, hierarchy, and real-world application. Experienced in creating integrated design solutions across logos, advertising materials, and product packaging. Driven to build thoughtful, scalable visual systems that communicate clearly and effectively.

WORK EXPERIENCE

Freelance Graphic Designer 2024 – Present

- Designed custom logo identities tailored to client branding needs across multiple industries
- Created product packaging designs that balanced visual appeal with brand consistency and usability
- Designed and developed full websites for clients including UI/UX layout, brand-aligned visual design, and responsive structure
- Collaborated directly with clients to refine concepts and deliver final designs aligned with their vision
- Produced high-quality mockups to present branding across real-world applications such as merchandise and packaging

Showcase Lawn and Landscape, Newark, Ohio 2021 – 2025

Landscape Crew Lead

- Led landscaping crews in executing residential and commercial outdoor maintenance projects
- Oversaw tasks including lawn care, planting, mulching, and property clean-up to ensure high-quality presentation
- Performed minor repairs on outdoor plumbing systems and lighting fixtures to maintain functionality and aesthetics
- Communicated with clients to understand needs and deliver customized solutions that enhanced curb appeal
- Maintained team efficiency and safety standards while working in varied outdoor conditions

PROJECT EXPERIENCE

Cleveland Guardians Rebrand (Thesis Project) 2026

Ohio University

- Reimagined the Cleveland Guardians brand to strengthen community connection and modernize visual identity
- Designed a full system including logos, wordmarks, and uniform concepts
- Incorporated Art Deco inspiration from Cleveland architecture to create a cohesive and historically grounded identity
- Applied designs across apparel, merchandise, and environmental mockups to demonstrate real-world usage

Phoenix Farm — Brand Identity & Environmental Design 2025

Branding Design Project, Ohio University

- Met with clients to establish creative direction and discuss the services needed
- Developed a cohesive brand identity for Phoenix Farm, inspired by an Appalachian folk art aesthetic to reflect regional culture and authenticity
- Designed a full visual system including logo, typography, color palette, and supporting graphic elements for consistent cross-platform use
- Applied branding across environmental touchpoints such as signage, banners, and merchandise mockups to visualize real-world implementation

CONTACT

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EDUCATION

Ohio University

Athens, Ohio

Bachelor of Fine Arts in Graphic Design

Graduation: May 2026

SKILLS

Design

- Brand Identity Design
- Logo Design
- Typography
- Packaging Design
- Advertising & Promotional Design
- Mockups & Visual Presentation
- UI/UX Design
- Web Design

Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Microsoft Word
- Microsoft PowerPoint
- Canva

PORTFOLIO

cadenmarinacci.com

REFERENCES

Available upon request