

CATHERINE SCHRENKER

Senior Graphic Designer | Creative Director | Graphic Design Educator
Marion, VA • Remote Available

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PROFESSIONAL SUMMARY

Lifelong learner with a strong interest in AI-assisted creative workflows and emerging design technologies.

Creative design leader with 40+ years of experience in graphic design, branding, visual communication, higher education, and nonprofit leadership. Expert in evaluating design quality, teaching visual principles, and developing compelling brand identities from concept through implementation. Adjunct Professor of Graphic Design with extensive experience mentoring emerging designers in typography, color theory, composition, production, and Adobe Creative Cloud. Seeking a remote, part-time AI Trainer or Digital Art Evaluator role where exceptional visual judgment, analytical thinking, and creative expertise contribute to improving generative AI systems.

CORE SKILLS

AI Image Evaluation • Human Feedback (RLHF) • Prompt Development • Graphic Design • Brand Identity • Typography • Color Theory • Gestalt Theory • Visual Communication • Creative Direction • Design Critique • Adobe Creative Cloud (Illustrator, InDesign, Photoshop) • WordPress • Constant Contact • Curriculum Development • Quality Assurance • Project Management • Digital Marketing • Public Speaking

PROFESSIONAL EXPERIENCE

Executive Director / Creative Director

Town of Marion – Department of Community & Economic Development | 2014–Present

Founded and built the brand identity for The Wayne C. Henderson School of Appalachian Arts, now recognized internationally for preserving Appalachian arts and culture.

Developed organizational infrastructure, including policies, operational documents, curriculum, marketing strategy, and educational programming.

Produce and evaluate visual assets across print, digital, web, and social media platforms.

Collaborate with municipal leaders, Virginia Tourism, nonprofit organizations, and community stakeholders on strategic marketing initiatives.

Manage WordPress websites, email marketing campaigns, fundraising communications, and promotional materials.

Festival Chair

Hungry Mother Arts & Crafts Festival | 2020–Present

Lead the strategic planning, organization, and execution of one of Virginia's longest-running juried arts and crafts festivals, held annually at Hungry Mother State Park. The three-day event attracts more than 100 juried artists and craftspeople and thousands of visitors, generating support for arts education and community programming through the Art League of Marion.

Key Responsibilities & Accomplishments

- Direct all aspects of festival planning, operations, and post-event evaluation.
- Recruit, jury, and coordinate more than 100 artists, exhibitors, food vendors, and entertainers.
- Lead committees, volunteers, sponsors, and community partners to ensure successful event execution.
- Oversee branding, marketing, website content, social media, printed materials, and public relations.
- Develop sponsorship opportunities and strengthen partnerships with local businesses, nonprofits, and public agencies.
- Coordinate logistics including vendor management, site layout, permitting, scheduling, signage, and attendee experience.
- Implement new branding and marketing initiatives that strengthen the festival's reputation and visibility.
- Manage budgets, timelines, contracts, and operational planning while maintaining the festival's high standards of quality and artistic excellence.
- Champion the Art League of Marion's mission by increasing community engagement and supporting arts education through festival proceeds.

Adjunct Professor of Graphic Design

Emory & Henry University

Teach all levels of graphic design, including typography, color theory, design history, Gestalt principles, production, and Adobe Creative Cloud.

Evaluate student work, provide detailed creative feedback, and mentor students in professional design practices.

Develop curriculum and instructional materials using Moodle and Google Workspace.

SELECTED ACHIEVEMENTS

Created and sustained an internationally recognized nonprofit brand serving Appalachian arts and cultural education.

More than four decades of professional experience evaluating visual communication and creative work.

Extensive experience translating complex design concepts into clear, actionable feedback.

Led branding, marketing, and educational initiatives from concept through implementation across nonprofit, academic, and public sectors.

EDUCATION

Master of Fine Arts, Graphic Design
Cranbrook Academy of Art

Bachelor of Fine Arts, Graphic Design
Indiana University

ADDITIONAL QUALIFICATIONS

Adjunct University Faculty

30+ Years Full Time Graphic Design Faculty: University of Notre Dame | University of Warsaw (Poland) | Indiana University

Executive Leadership of a 501(c)(3) Organization

Brand Strategy & Identity Development

Community Economic Development, Community Engagement & Public Speaking