Irrie Catchings III

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Designer | Campaign & Production Design | Design Systems & AI Workflows

7+ years of creative experience designing campaigns that support customer growth, retention, and revenue across CRM, paid media, and brand. I use my skills to create work that is engaging, inspiring, user-centered, and informative.

Experience

Instacart

Local Produce: Ad Age 2026 In-House Agency of the Year | One Show 2026 Gold Pencil | D&AD 2026 Graphite & Wood Pencils | 3× Cannes Lions

Designer | Local Produce | June 2026 – October 2026

- Designed assets across CRM and PDM, including Instacart+ membership and perks, ASO, and multi-size mailers.
- Created shoppable display ads, display ads, brand display ads, paid social, and homepage banners (UVCs) across Instacart for CPG brands and retailers, including co-branded work for partner retailers and internal teams.
- Worked on multiple campaigns, including the Super Bowl, Preference Picker, Clementine, Sunday Scaries, and holiday.
- Partnered cross-functionally with product on artifact updates and UI work, and communicated with stakeholders on brief updates and asset sourcing.

Production Designer | Local Produce | July 2025 – October 2026

- Owned growth and print production, reviewing projects before they reached stakeholders, incorporating developer feedback on specs, timelines, and delivery, and helping review emails in Litmus before launch.
- Built a system for assets across the board and revitalized the team's Figma library, including brand colors, guides, templates, export instructions, logos, growth components, and frame-naming standards.
- Contributed to creative while working across both design and production, including updating assets for supers, photography, scaled print, and commercial work.
- Built multiple assets with Figma's Agent and used Claude to make my handoff process more efficient by creating plugins for sequential frame naming, asset resizing, and category exports, including exporting groups and files based on their relative position within Figma.

Creative Production Coordinator | August 2024 – July 2025

- Owned Instacart's flyer experience end to end across app and web, creating flyer assets and managing uploads, edits, and reviews, and serving as the quality check that kept every flyer aligned with the original product creative.

Creative Repute

Graphic Designer | June 2023 – June 2024 | Freelance

- Provided effective design solutions to nonprofits, clients, and organizations.
- Work ranged from user flows, interior design, and art direction to brand development, pitch decks, apparel, and more.

Atlassian

Graphic Designer | Events | August 2022 – June 2024

- Designed for Atlassian's events team across global conferences, including Team '23 (the flagship event), High Velocity, High Velocity ITSM, Unleash, ADO Unleashed, App Week, Team Tour: Government, and Work Life.
- Created social ads and email headers to drive event registration, working closely with stakeholders and product marketing managers (PMMs), and delivered ads that met the quarter's content metrics.
- Designed onsite and digital event collateral, including swag, badges, registration desks, keynote presentation templates, and wayfinding maps, for venues such as London's O2 Arena and events in Berlin.
- At San Francisco's Chase Center, designed a wayfinding map for Work Life that was implemented in the venue's system and used both physically and in-app, and created reaction emojis for audience interaction with keynote speakers Magic Johnson and Candace Parker.
- Developed event branding that blended Atlassian's brand with each show's theme, such as the code-inspired identity connecting ADO Unleashed and App Week.

Swiftly

UX Designer | November 2021 – November 2022

- Moved between UX and brand-focused projects, collaborating with cross-functional teams to conceptualize and design mobile applications and user experiences.
- Spearheaded research and UX initiatives, and worked closely with brands to refresh app layouts and experiences.
- Created cohesive ad campaigns for partner brands, plus internal ads that represented the creative direction for the brand and product teams.
- Designed two-pagers with stakeholders for brands the company wanted to partner with, along with decks, blog images, email layouts, and digital marketing assets.

Chesbro Music Company

Senior Graphic Designer | July 2021 – July 2022

- Led brand development, digital marketing, design systems, and user flows for Chesbro and its Teton Guitars brand.
- Designed Teton Guitars magazine ads in partnership with Premier Guitar, which generated significantly more ad revenue and funded additional campaigns for the brand.
- Created email campaigns for dealers and prospective customers, web promotional graphics, and a catalog of guitar and ukulele straps.
- Developed a minimal, scrapbook-inspired brand guide that preserved the company's classic feel.

San Francisco Design Week

Designer | April 2021 – June 2021 | Internship

- Helped create HireMe, an event that connected new grads and students with internships, mentors, and jobs.

The University of Southern Mississippi

Senior Designer | August 2019 – February 2021

- Developed and managed brand identity, and created marketing materials for events and programs.
- Coordinated and executed events, overseeing projects from conception through refinement.

Education

The University of Southern Mississippi — Bachelor of Fine Arts in Graphic Design
Hattiesburg, MS

Copiah-Lincoln Community College — Associate of Arts in Graphic Design
Copiah County, MS

Core Expertise

Brand Identity | Growth & Performance Marketing | CRM & Lifecycle Strategy | Paid Ads | Creative Testing | AI Content Generation | Design Systems | Production & Handoff | UX Design

Tools

Figma | AI (Claude, Figma Agent, MCP, ChatGPT) | Adobe Creative Suite | Frame.io | Google