

CATHERINE AVERBACK

I am a creative director & experience designer originally from Montreal. I develop design and concept across all audience touchpoints for top-of-mind interactions. I have supported artists, musicians, organizations, museums, brands and cities. Recent clients and collaborators include the Mandarin Oriental, Hong Kong, The Experience Machine (TEM studio), Moment Factory and The European Space Agency.

EDUCATION

MA - 2018-2020 - London	BA - 2013-2016 - Montreal
Narrative Environments	English & Creative Writing
Central Saint Martins	Minor Sustainability
University of the Arts London	Concordia University

Exchange - 2015 - Barbados	2012-2013 - Montreal
Sustainability	Journalism
University of the West Indies	Concordia University

- Recipient of a scholarship and a bursary at Concordia University
 - Also placed on Concordia University's Dean's List and Scholars List (top one percent).
 - Completed a experiential design masterclass at Punch-drunk's HQ in London in 2019.
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SKILLS

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| • Full deck preparation (all creative, art direction, all copy, deck design) | • English & French |
| • Interdisciplinary collaboration | • Indesign |
| • Concept building | • Functional image, video & sound editing. |
| • Team & project cohesion | • Knowledge of online discourse, trends & tech |
| • Writing & editing | • Client presentations |
| | • Moodboards |
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CONTACT

TEL: +44 07784778385
EMAIL: averbackc@gmail.com

RECENT EXPERIENCE

Experience Designer & Concept Writer

2017-present - various clients - Montreal & London

- Concept development & creative/art direction
- Full pitch deck preparation: all design & story choices down to the details, all copy, deck design.
- Primary and secondary research (material, action, desk and social), including iterative target user testing.
- Emotional journey mapping & storyboarding. Leading pitch presentations to collaborators and clients.
- Interdisciplinary and multicultural collaboration with architects, designers, musicians, curators, stylists, etc.
- Budgeting and material & talent sourcing.

Senior Experience Designer

01.2023-2024 - Studio of Art + Commerce - London

- Working alongside the art director on all concepting, creative direction, design and writing tasks across pitches and live projects.
- Project types include interactive digital contemporary art installations, immersive retail & live music design.

Production & Programming Coordinator

2021-22 - Eastern Bloc (new media arts) - Montreal

- Event design & production, programming, staff management and artist & contractor liaising.
- Collaborator meeting facilitation, budgeting, timelines, translation, contract & grant writing

Creative [Contemporary Arts]

2016-2017 - Ed Fornieles - Montreal

- Concept building, planning, research, editing & writing for video, installation, performance and more.
- Use of both traditional tools and digital technology, experimenting with social networks & search engines.
- Mining data and insights from a variety of online sources to inform project content and development.
- Selected works include *I Feel We Think Bad* at Arsenal Montreal, an alternate reality experience in the Netherlands and a book on simulation.

Editor in Chief [Formerly Nonfiction Editor]

2013-2016 - The Void Magazine - Montreal

- Multidisciplinary team management & staff hiring.
- Creative direction and all grant writing.
- Responsible for all final content edits.
- Maintaining relationships with key stakeholders: funders, venue managers, contributors and readership.

Festival City Arts Reporter

2011-2013 - The Rover - Montreal