



## Experience

**Creative Designer, Flume**  
2023-Present

I have been working with Flume, a fiber internet service provider, in a complete overhaul of their branding. This has included designing and animating elements for their website and app, as well as creating a variety of print assets and marketing materials for a national audience.

**Motion Graphic Designer, Short Order**  
2017-2022

I worked on a variety of projects for Short Order, a production house in Wilmington, DE. I was responsible for producing graphic design and animated segments for a number of Short Order's clients.

**Creative Designer, Freelance**  
2013-Present

I have been freelancing as a designer for over a decade, and have worked with multiple agencies to create graphic design and animated content for industry conventions, independent film, Youtube, and more.

## Education

**MA in Digital Art, Goucher College**  
2011-2013

## Skills

**Adobe**  
Photoshop, After Effects, Illustrator

**Design & Animation**  
Blender, Figma

- Animation (Full Pipeline)
- Digital Marketing & Branding
- Print Design
- Art Direction
- Social Content Creation
- Video Editing
- Audio Mixing
- Post-Production

## Misc

**OpenBracket**  
2017

I acted as emcee of the 2017 OpenBracket coding competition. I also produced the video component of the competition, featuring animation, voiceover, and original music, and screened these segments through Apple Keynote.

## Publications

**Contributing Illustrator, Inherent Magazine**  
2020

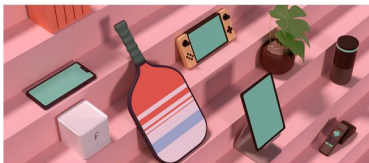
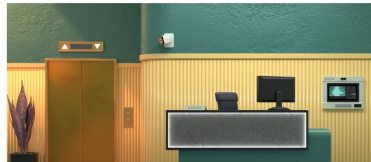
**Contributing Illustrator, The Enthusiast**  
2015

## Flume Internet

This fiber internet provider brought me on to completely overhaul their marketing campaign. With an emphasis on playful, inviting cityscapes, I created headers and animated elements for the Flume website, full-page concepts for Flume's print collateral, and an exhaustive collection of graphic assets.



## Flume Internet, Digital Campaign



Flume Internet, Digital Campaign



Flume Internet, Digital Campaign (Icons)



Flume Internet, Digital Campaign (Sidebar Variants)

**Flume**  
INTERNET

1-Gigabit Internet  
For Your Everyday

Flume 1000  
**\$50**/mo

No Contract.  
No Hidden Fees.  
Cancel Anytime.

**Join Now**

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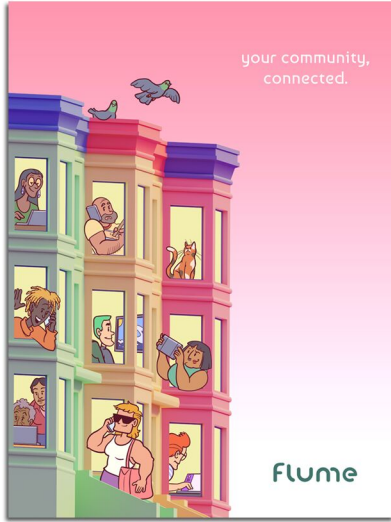
No Contract.  
No Hidden Fees.  
Cancel Anytime.

**Join Now**

Flume Internet, Digital Campaign (Social Variants)







Brochure Front

Who is Flume?

Flume has crossed over 30,000 homes while offering the fastest internet at the best prices, serving residents of the penthouse to the projects. Flume is bridging the digital divide by building the largest "infrastructure-less" fiber ISP focusing on underserved and underrepresented communities.

NYCHA Case Study

**Issue:** Deploy fiber to 6,000 homes within the New York City Housing Authority

**Task:** Activate locally trained workforce to install and onboard subscribers

**Result:** Deployed service to all NYCHA buildings within 30 days, including technician builds, customer support, and access.

Bulk Benefits

- 30 Day Deployment
- Increase Building Value & NOI
- Free Gigabit Line for Common Areas

Capital Partners

**citi** **thirty5** **The House Fund**  
VENTURES

**hyperplane** **AMPLO**  
venture capital

Flume Internet  
315 Madison Ave  
New York, NY 10017  
www.flumeinternet.com

The image is a sell sheet for Flume Internet. It features a teal background with a large, light blue cube with the letter 'F' on it, connected by a white cable to a fiber optic connector. The text is arranged in a clean, modern layout. The Flume logo is in the bottom left corner.

Sell Sheet



# BOMB CYCLONE

A JOURNAL OF ECOPOETICS

ISSUE ONE • JULY 2018

## Bomb Cyclone

I created all of the graphic assets for Bomb Cyclone's digital campaign. An online poetry journal, the design focus was on developing imagery that was both academic and evocative of the beauty of the natural world.



## BOMB CYCLONE

### CALL FOR SUBMISSIONS: **SPECIAL AUDIO ISSUE**

*Bomb Cyclone* seeks submissions for our fifth installment, a special audio issue highlighting **sound and silence** in contemporary eco-poetics. Witnessing global silencing of ecosystems during the ongoing mass extinction, our aim is to decenter visibility/textuality and promote close listening as ecocritical praxis. We encourage readers to submit new sound-based media along with textual or visual transcriptions.

Submissions will be open until **May 15**.

For detailed submission guidelines, visit

[bomb-cyclone.com/submit](https://bomb-cyclone.com/submit)

## BOMB CYCLONE

ISSUE FOUR

There are no pictures of this place just landscape  
traced in gray and signs that warn  
the old sit in the village stiff necked & tight in the lung  
off to the side the young play backgammon  
toss the dice for luck: *there's nothing to be had here*  
except the view of the river's rise into the mountains  
greenhouses scattered fruit trees scarlet over the meadows  
beyond them the BORDER no-man's-land militias  
everything ends here, even our view  
we close our eyes and return  
to the village to the others behind us wind sweeps

Andra Schwarz, trans. Caroline Wilcox Reul,  
from *In the morning we are glass*

## BOMB CYCLONE

ISSUE FOUR

"All the lines that had  
been drawn had gotten  
erased.

All the mayors were dead,  
since before the fire, so  
the field kept on burning."

Luciana Arbus-Scandiffio,  
Today I Saw a Car on Fire!

## BOMB CYCLONE

ISSUE FOUR

"Outside  
hustling bodies  
and the rain  
I lost the device  
long dreamt  
could capture"

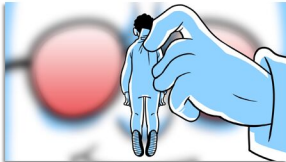
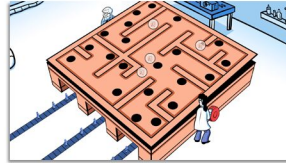
Trish Salah,  
Gemmayze

## DuckDuckGo

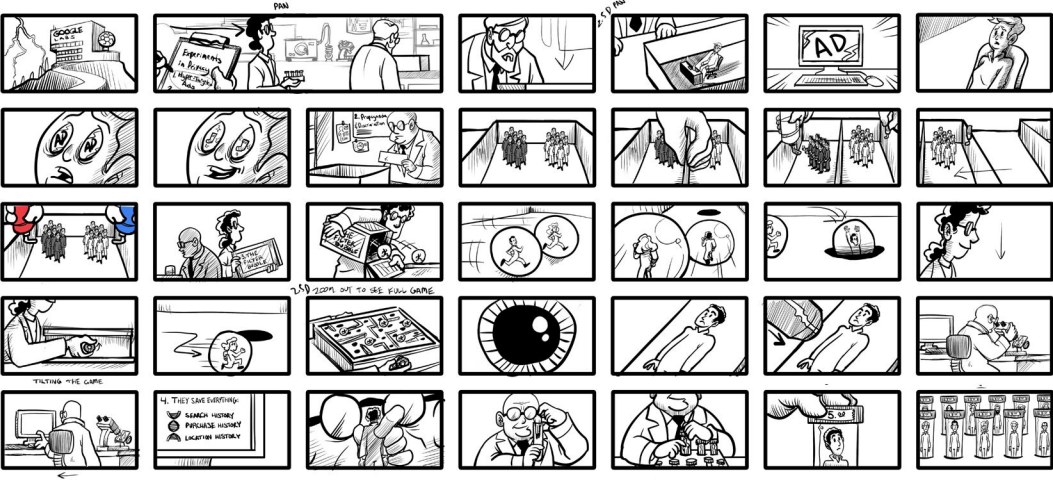
I was responsible for the design and production of a number of spots for DuckDuckGo, the internet privacy company. Collaborating closely with the client, we settled on an illustrative look with a bold and minimal color palette.



# DuckDuckGo, Digital Campaign



DuckDuckGo, Digital Campaign (Storyboards)





### Odds n' Ends

The following is an assortment of samples from smaller projects I've worked on. They all vary dramatically in scope, but are all representative of my design process.



**Second-order prompt engineering** involves teaching a large language model how to respond to a question type. The more questions of a specific type you feed a model, the better it will understand how to deal with that specific question type – but it will become **worse** at fielding questions that **aren't** of that type.

For example, if you train a model on art history questions, it will get better at answering art history questions, but begin to think all questions are art history questions.

User: "When did Rembrandt live?"

LLM: "From 1606 to 1669."

User: "How do I cook an egg?"

LLM: "Here is a famous painting of an egg."



User: "How do I cook an egg?"

Meta Modality: "What is this question related to?"

Art History: 2% confident  
Cooking: 98% confident

**Meta Modalities** solve this problem.

Meta Modalities analyze a user's question and return a confidence score that the question is of a specific type. Depending on the score, the question will then be sent on to a LLM trained to respond to that question type.

ART HISTORY LLM

COOKING LLM

User: "When did Rembrandt live, and how do I cook an egg?"

Meta Meta Modality: "Let's break this question down a little."

MM 1: "When did Rembrandt live?"

MM 2: "How do I cook an egg?"

**Meta Meta Modalities** break down user questions further if the user question is overly complex or asks multiple things at once.

ART HISTORY LLM

COOKING LLM

LLM: "Rembrandt lived from 1606-1669, and you cook an egg in a pan."

Yes, we know it's a little confusing.

User: "How do I cook an egg?"

LLM Trial Response 1: "In a pan over high heat."

LLM Trial Response 2: "From 3 to 8 minutes, in a pan."

LLM Trial Response 3: "In the french style."

To better ensure that a trained LLM will generate responses that are valid and appropriate, **Means Regression** is used. This has the LLM generate a few different responses to a user question - with varying levels of computational randomness - and delivers the answer that most often turned up among the generated responses.

This can be thought of as the LLM running a **series of trials** and picking the most oft-produced result.

LLM: "In a pan."

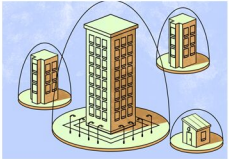
Variant 1

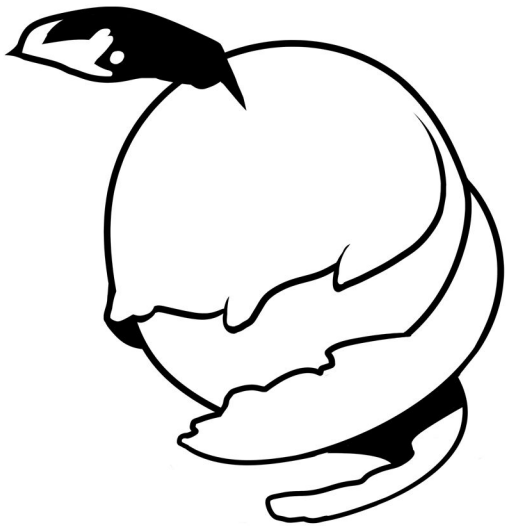


Variant 2

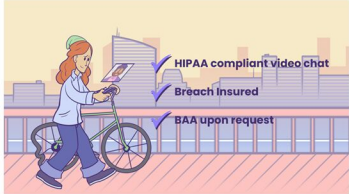
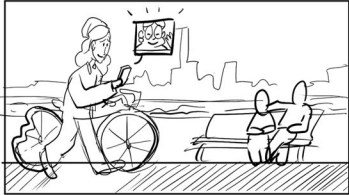


Variant 3





Markee Telehealth, Digital Campaign





CATTYDONNELLY.COM