

Dear Hiring Manager,

I am writing to express my interest in the Graphic Artist position at your company. With over 30 years of experience in the Graphics field, most recently with Johnson & Johnson / CrossRoads Extremity Systems, I have developed a robust set of skills that are perfectly aligned with the needs of this role.

During my tenure at Johnson & Johnson / CrossRoads Extremity Systems, I continued to master numerous software including my daily use of Adobe Photoshop, Illustrator, InDesign, Animate, Dimensions and Premiere Pro, contributing to numerous successful projects and product launches. My background in web design, branding and project management accompanied by a leadership role in creative direction, has equipped me with the unique ability to manage projects from conception to completion effectively.

I am particularly proud of my ability to collaborate with team members and clients to deliver creative solutions that meet complex challenges. My skills in design, layout, typography, photo manipulation, and illustration have been honed to deliver high-quality work that surpasses expectations. Moreover, my strategic thinking and innovation have often been pivotal in driving projects forward at Johnson & Johnson./ CrossRoads Extremity Systems. In reference to such abilities, I have included three (3) Letters of Recommendation written by former colleagues and Managers.

I hold a degree in Communication & Fine Arts from the University of Memphis which further supports my extensive practical experience.

I am excited about the opportunity to bring my unique talents to your team and am eager to contribute to your company's success. I am looking forward to discussing how my background, skills, and enthusiasms align with the goals of your company.

Thank you for considering my application. I hope to bring my blend of experience and passion for design to your team.

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Paul Cathey". The signature is fluid and cursive, with a large initial "L" and "P".

Larry Paul Cathey

# Larry Paul Cathey

---

## Professional Summary

I am a seasoned and motivated creative professional with a passion for visual storytelling and a strong foundation in design, layout, typography, and photo manipulation, as well as both digital and traditional illustration. With years of hands-on experience, I understand not only how to create compelling visuals, but how to guide them from concept through final production.

I am deeply familiar with the full lifecycle of print and digital projects—crafting polished, purposeful work that supports sales, strengthens communication, and builds meaningful connections. My experience spans a wide range of media, including magazines, brochures, technical guides, web and website design, content-rich email campaigns, and exhibit booth graphics—each created with clarity, intention, and a forward-thinking creative vision.

## Relevant Skills

Managed the creation and production of marketing materials, collateral materials, web graphics, illustrations (surgical and editorial), literature, exhibit, and booth graphics based on client needs and budgets.

- Managed all client material, including outdoor and environmental graphics
- Created and implemented logo and brand identities across client materials

## Work History

**2019 - 2024**

### CrossRoads Extremity Systems / Johnson & Johnson

*Graphic Artist*

- Created collateral material, specialty printing and booth graphics
- Created materials for prominent product launches including specialty packaging, brochures and collateral material
- Managed and edited video in post-production for web, presentation and booth

**2015- 2026**

### HeycatStudios (Independent Contractor)

Managed Branding, Identity and collateral material for a variety of clients across an array of industry professionals and corporate specialists.

**2014 - 2015**

### MicroPort Orthopedics

*Art Director, Hip Division*

- Led the re-branding of literature and collateral material for MicroPort (North American)
- Managed all hip collateral material and booth graphics
- Conceived, created and launched new North American MicroPort web presence

**2002-2014**

### Wright Medical Technology

*Media Department Manager*

- Managed a creative team with 7 direct reports and 4 outside creatives
- Managed literature appearance via brand standards
- Generated surgical technique and marketing imagery for Wright's biologics division

**1995-2001**

### Brueck Advertising & Design

*Art Director*

- Managed a creative team with 3 direct reports
- Created and Managed client literature appearance via brand standards
- Created character-based IP for client useage

**1993-1995**

### White Graphics

*Graphic Artist / Pre-install Technician*

- Managed a creative team with 2 direct reports
- Created client-based artwork for use with vinyl applications
- Installed vinyl applications

## Contact

**Address:** Memphis, TN

**Phone:** 901 351-1214

**eMail:** [larry@heyecatstudios.com](mailto:larry@heyecatstudios.com)

**Web:** <https://www.heyecatstudios.com>

## Education

**BA, Communication & Fine Arts**

University of Memphis

Memphis, TN

## Professional Skills

- Adobe® Photoshop
- Adobe® Illustrator
- Adobe® InDesign
- Adobe® Animate
- Adobe® Dimension
- Adobe® Premiere Pro
- Microsoft Office Suite

# Larry Paul Cathey

---

**Subject:** Letter of Recommendation for Larry Cathey

**Date:** October 30th, 2024

To whom it may concern,

I'd like to provide a letter of recommendation for Larry Cathey. I've had the pleasure of working with Larry for 3 years. Larry came over to Johnson & Johnson MedTech as part of an acquisition we made back in February 2022. Larry has served as our lead graphic designer over that course of time, developing critical marketing collateral including but not limited to product and portfolio brochures, technique guides, advertisements, banner ads and PowerPoint templates.

Larry has always maintained a positive, "can-do" attitude, always willing to help our team and meet our tight deadlines.

Please reach out with any questions.

Sincerely,  
Jessica Walsh  
*Senior Marketing Manager*  
*Foot & Ankle Marketing*  
**J&J MedTech**

**Johnson & Johnson**  
**MedTech**

Jwalsh47@its.jnj.com  
M: +1 (484) 868-5848

# Larry Paul Cathey

---

**Subject:** Letter of Recommendation for Larry Cathey

To whom it may concern,

I'd like to enthusiastically recommend Larry Cathey to you. I worked with Larry for several years at Wright Medical where Larry served as the Manager of the MarCom team there.

Larry is simply an amazing designer. He excels at all aspects of design, whether that be layout, logo concepting, illustration, digital-online marketing, packaging, website concepting -- Larry is an ad agency all wrapped up in a single package. And, quick! If you need high quality design done within tight timeframes, Larry is your go-to for efficiency, as well.

Whereas Larry's skills would not be limited to the medical device field, he does have extensive experience with orthopedic initiatives whether that be large or small joint products/procedures.

I'm happy to serve as a reference for him and can be contacted at:  
[caraelzabethell@gmail.com](mailto:caraelzabethell@gmail.com)

Sincerely,  
Cara Bethell, ACRP-CP  
*Senior Marketing Manager*  
TREACE Medical

# Larry Paul Cathey

---

**Subject:** Letter of Recommendation for Larry Cathey

To Whom It May Concern,

I am pleased to write this recommendation letter for Larry Cathey, a talented graphic artist and illustrator with whom I have had the pleasure of working for over 20 years across several companies. Throughout this time, Larry has consistently demonstrated exceptional skills that set him apart in the field of graphic design and illustration.

One of Larry's most remarkable qualities is his rare ability to combine graphic artistry with illustration. (It is fairly common for graphic designers to only be able to incorporate pre-made images into their work.) This makes Larry a one-stop shop for graphic design. Additionally, his understanding of complex medical technology allows him to grasp difficult concepts without the need for extensive explanations.

Larry is not only a talented artist but also a dedicated professional who always meets deadlines. His commitment to delivering high-quality work on time has been a critical factor in our projects' success. He is incredibly easy to collaborate with, readily accepting additional edits and revisions, which fosters a productive and harmonious working environment. In addition to his graphic design expertise, Larry brings a wealth of knowledge regarding the processes involved in creating medical literature, whether in start-up settings or large organizations. His experience in producing animations and videos further enhances his versatility and allows our marketing teams to shine with very little of our own effort.

I am also pleased to recommend Larry as an exceptional leader of a graphic design team. As he grew in responsibility at our first company together, he fostered a supportive and collaborative environment that resonated with his direct reports, who consistently appreciated his guidance and vision. Under his leadership, the team produced outstanding work and consistently met deadlines.

Larry's work ethic is unmatched; he is the first person in the office each morning, demonstrating his dedication and passion for his craft. As a team player, he contributes positively to our team dynamics, and always bringing a joyful and supportive attitude that elevates everyone.

In summary, I wholeheartedly recommend Larry for any graphic design or illustration role. His blend of artistic talent, technical understanding, and collaborative spirit makes him an outstanding candidate. I am confident that he will be an asset to any organization fortunate enough to have him.

Sincerely,  
Alex Winber  
*Chief Marketing Officer*



901.651.0309 cell  
awinber@stericubeinc.com