

# Larry Paul Cathey

## Contact Information

5611 Longacre Ave.  
Bartlett, TN 38134  
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(901) 351-1214  
www.heycatstudios.com

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 mastered 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 two (2) 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,

Larry Paul Cathey

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Experienced and motivated creative professional with proven skills in design, layout, typography and photo manipulation as well as both digital and traditional illustration.

Well versed in the process and production of finished printed pieces to enhance sales and cultivate information. This area would include but is not limited to magazine, brochure, technical guides, web page design, website design, content rich email distribution and exhibit booth graphics.

## Education

University of Memphis  
Bachelor Degree, Communication & Fine Arts

## Career to Date

### 2019- 2024

CrossRoads Extremity Systems / Johnson & Johnson

*Graphic Artist*

- Created and maintained 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
- Managed literature appearance via brand standards

### 2015- 2019

Independent Contractor

### 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
- Organized New MicroPort all-inclusive Package designs

### 2002-2014

Wright Medical Technology

*Illustration and Multimedia Manager*

- Created and managed 250 individual surgical technique illustrations for both print and online surgical training
- Authored 35 Flash-based interactive learning modules for product training
- Launched new online project routing routine utilizing IT and software team management
- Created materials for 3 prominent product launch campaigns, including radio scripts, product branding, brochures and surgical techniques

*Media Department Manager*

- Managed a creative team with 7 direct reports and 4 creative contractors
- Managed literature appearance via brand standards
- Created new interactive web tutorial system for marketing team product training
- Generated surgical technique and marketing imagery for Wright's biologics division

### 1996-2002

Brueck Advertising & Design

*Art Director*

- Managed all client material including outdoor and environmental graphics
- Created and implemented logo and brand identities across client materials including newsprint ads and custom product mascot identities

## Software Knowledge

Fluent in knowledge of:

Adobe® Photoshop      Adobe® Animate  
Adobe® Illustrator      Adobe® Dimension  
Adobe® InDesign      Adobe® Premiere Pro

## Achievements

Alumni, Visual Arts Program  
Tennessee's Governor's School for The Arts

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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**

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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*



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