

## EDUCATION

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### **Certification - Web Design**

Mesa Community College

### **Bachelor of Arts - Graphic Design**

Eastern Illinois University

## EXPERIENCE

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### **Owner / Visual Designer**

J Cassin Design, LLC \ Elmwood Park, Illinois \ 08.2005 - Present

Run daily operations and execution of freelance design studio and consultancy:

Manage service delivery, budget and finances, business development, and customer service. \

Create and implement promotional strategies and materials. \

### **Art Director (Freelance)**

Symbiont Group \ Chicago, Illinois \ 12.2017 - Present

Graphic and digital designer for innovative digital consulting firm:

Consult with clients to establish and understand brand standards, needs, and campaign goals. \

Conceptualize, develop, and execute branded deliverables including – but not limited to – sales sheets, case studies, presentations, landing pages, micro-sites, digital graphics, and other assets. \

Close collaboration with content strategist, campaign manager, and additional team members as needed. \

### **Graphic Designer**

Street Level Studio \ Highwood, Illinois \ 08.2016 - 12.2017

Graphic and web designer for marketing and design agency:

Developed and/or updated a variety of client projects including marketing collateral, both print and digital assets, advertisements, large-format event graphics, and publications. \

Participated in project strategy and development sessions. \

### **Communications Designer / Production Supervisor**

American Bar Endowment \ Chicago, Illinois \ 09.2012 - 08.2016

In-house designer, coordinator, and strategist for non-for-profit affinity insurance sponsor:

Developed, designed, and managed all communications projects from start to finish. \

Coordinated print and digital production with a variety of internal and external resources. \

Reported to Communications Director on project statuses, organizational initiatives, and creative direction. \

Maintained department scheduling, project approvals, and budget, including invoice review and reconciliation. \

## KNOWLEDGE

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- + Extensive knowledge of Adobe Creative Cloud
- + Expert-level experience with MS Office
- + Knowledge of digital design principles and tools including HTML, CSS, and CMS (Wordpress, Squarespace, etc)
- + Proficiency and experience in data entry and departmental-based accounting
- + Strong communication skills, both written and verbal