

## Design & Illustration Experience

- 2022-23 ● **GRAPHIC DESIGNER**  
*CONRIC PR + Marketing*
  - Art directed and designed for multiple clients
  - Managed conception and execution of design collateral including ads, social and web graphics, booklets, illustrations, event materials, and apparel
  - Ensured designs aligned with brand standards
  - Prepared files for print and online placement
- 2019-22 ● **GRAPHIC DESIGNER**  
*C.F. Martin & Co. (Martin Guitar)*
  - Created innovative, engaging designs that reflected the luxury and quality of Martin's brand
  - Designed packaging, apparel, booklets, guitar labels, advertisements, social media and web graphics, newsletters, and event materials
  - Assisted in 2019 company rebrand
  - Created custom guitar artwork
  - Worked with vendors and outside agencies
- 2021-22 ● **FREELANCE GRAPHIC DESIGNER**  
*Sweet Lemon Marketing*
  - Designed social and web graphics, presentation decks, logos, and brochures for a variety of clients
  - Created monthly content plans, wrote social copy, and scheduled posts on Hootsuite
- 2018-20 ● **FREELANCE ILLUSTRATOR**  
*Level Eleven Art Department*
  - Illustrated a children's book, "The Magic Beet"
  - Created 16 original full-color digital illustrations
  - Assisted in finalizing files for print and publication
  - Designed promotional and marketing material
- 2017-20 ● **FREELANCE GRAPHIC DESIGNER**  
*Haas Financial Group*
  - Designed brochures, pitch sheets, posters, flyers, social and blog graphics
  - Collaborated with local businesses and vendors
- 2018 ● **GRAPHIC SERVICES INTERN**  
*Dorney Park & Wildwater Kingdom*
  - Designed and assembled signage and graphics
  - Operated large format printers and laminators

## Entrepreneurial Experience

- 2015-Present ● **OWNER & FOUNDER**  
*Kasey Makes Stuff, LLC*
  - Provide freelance art & design services to help clients elevate their business and brand
  - Created and maintain online shop selling unique and personalized handmade gifts

## Education

- **KUTZTOWN UNIVERSITY OF PENNSYLVANIA**  
*BFA, Communication Design, May 2019*
  - Concentrations: Graphic & Web Design, Illustration
  - Minor: Public Relations
  - Honors: Summa Cum Laude (GPA: 3.85/4.0)
  - Dean's List, 2015-2019

## Qualifications

- Fluent in Adobe Photoshop, Illustrator, InDesign, After Effects, Acrobat, and Google Suite, Microsoft Office 365
- Skilled at graphic design, web design, digital and traditional illustration, editorial layout, motion design, branding, print/apparel production, advertising, concept development, photo retouch, copywriting
- Hand skills include painting, drawing, hand lettering, ceramics, illustration

## Honors & Awards

- Adobe Design Achievement Awards Top Talent, 2019
- Lebanon Valley College Green Blotter Literary Magazine, Featured Artist, 2019
- Group Exhibition, *Best of 2019*, The Marlin and Regina Miller Gallery, Kutztown, PA
- Adobe Design Achievement Awards Semifinalist, 2018
- MUMEDI International Poster Contest Finalist, 2017

## Volunteer Experience

- 2015-22 ● **FONT FELLOWS**  
*Design Mentor*
  - Mentored students and recent grads pursuing a career in design
- 2018 ● **DESIGNRX**  
*Graphic Designer*
  - Event where Kutztown Design students are paired with Fine Art students to develop personal branding
- 2016-17 ● **DESIGNATHON**  
*Graphic Designer*
  - 24-hour event where Kutztown students team up to design for local non-profit organizations
  - Projects included postcards, posters, and social media graphics