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fan club

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CASEY TAYLOR

designer + creative + cool person

HI THERE!

I'm Casey – a product designer and creative director who thrives on creating beautiful, impactful solutions. With a knack for efficiency and a passion for collaboration, I've spent my career in both traditional and digital markets. I'm all about cultivating a strong design practice and fostering an environment of teamwork and imagination. I love bringing ideas to life, whether it's through a collaborative project or a solo effort.

I have a diverse background working across a wide range of industries and disciplines. My experience has equipped me with the skills to adapt quickly to new challenges, collaborate with various teams, and deliver impactful results in any environment. I'm adept at guiding projects from initial concept to a successful launch, no matter the field.

I'm looking for a creative role that allows me to combine my passion for design with a commitment to making a positive impact. I'm a meticulous designer who prides myself on clean files and clear communication. During off-hours I appear as wife/mother, karaoke enthusiast, and amateur stage actress.

Thank you,



CASEY TAYLOR

designer + creative + cool person

skills



Photoshop



InDesign



Illustrator



Wordpress



Elementor

more tools

Figma, Sketch, Canva, Google
Workspace, MS Office,
Squarespace, Webflow, Wix,
Unbounce, Hubspot, Zoho,
Asana, Jira

work

2023 – Now

FREELANCE DESIGNER

web design and build, sales landing pages, logo and brand creation, social and interactive media, invitations and stationery, event marketing and signage, labels and packaging

My time as a freelance product designer has been an incredibly inspiring journey, allowing me to dive into a diverse range of industries. I've had the opportunity to tackle unique challenges and create solutions for fields as varied as publication and entertainment. This experience has not only sharpened my skills but also broadened my perspective, proving that the principles of great design are universally applicable. I'm passionate about the versatility of this work and the chance to contribute to so many different areas.

2019 – 2023

CREATIVE DIRECTOR

Search & Convert

web design and build, sales landing pages, online store setup, logo and brand creation, web marketing, social and interactive media, infographics, print and digital brochures, presentations, promotional materials

At Search & Convert, I was a key player in shaping the creative output of the firm. This role allowed me to not only hone my skills as a creative director but also to gain diverse experience that extended beyond traditional graphic design. I embraced the opportunity to lead teams, fostering a culture of innovation and experimentation, while nurturing an environment where collaborative efforts could thrive. This experience was instrumental in solidifying my passion for design and equipping me with the skills to drive creative excellence.

2008 – 2016

SENIOR DESIGNER

KASASA

web design, print and digital marketing, event decorations and signage, logo and brand creation, promotional products, wearables

At KASASA, I spent eight years immersed in a dynamic design environment, where I was instrumental in shaping the visual brand identity for both the company and its extensive client base. This experience provided me with my first opportunity to practice leadership as a senior designer, where I honed my skills in art direction and peer mentorship. I led collaborative efforts with talented teams to develop captivating marketing materials and intuitive user interfaces. I take pride in the creative contributions I made to the company's success and am excited to continue leveraging my expertise to drive impactful design solutions.