



CASEY TAYLOR

Graphic Designer + Creative Director

colorcaseart.com
colorcaseart@gmail.com
(214) 500-3294

Experienced and innovative Graphic Designer with over 15 years of experience in creating impactful visual solutions for a diverse range of clients, from small businesses to nationwide agencies. Highly skilled in web design, brand creation, and strategic marketing, with a proven track record of managing projects from concept to completion. Consistently acknowledged as a natural leader and a proactive problem-solver who excels at leveraging new technologies to streamline workflows and deliver high-quality, professional results.

SKILLS

- | | | | | |
|-----------------------------|-----------------------|---------------------|--------------------|--------------|
| • Print & Digital Marketing | • Creative Direction | • Adobe Illustrator | • GSuite | • HubSpot |
| • Social Media Marketing | • Project Management | • Adobe Photoshop | • Microsoft Office | • Zoho |
| • Web Design | • Mentorship | • Adobe InDesign | • Squarespace | • Asana |
| • Brand Creation | • Concept Development | • Figma | • Webflow | • Jira |
| • Infographics | • Vendor Relations | • Sketch | • Wix | • ClickUp |
| • Presentations | • Print Production | • Canva | • Unbounce | • MailerLite |

WORK EXPERIENCE

Graphic Designer **CMC Media & Marketing Group – Chattanooga, TN** **04/2024 – Present**

- Spearheaded the design and development of high-impact sales landing pages, consistently achieving or exceeding conversion goals.
- Crafted complete, brand-compliant websites within Figma, ensuring a cohesive and intuitive user experience.
- Curated and optimized compelling visual assets for blogs and client websites, elevating brand messaging and enhancing online presence.
- Engineered polished, professional email templates to streamline communications and strengthen brand identity.

Creative Director **Search & Convert – Austin, TX** **11/2019 – 07/2023**

- Directed all creative output, guiding projects from initial concept to successful final execution and ensuring brand integrity across all deliverables.
- Retained a hands-on role in the creation of extensive digital marketing materials that drove brand engagement and supported key business objectives.
- Executed the design and build of dynamic websites, sales landing pages, and online retail storefronts that streamlined the customer journey and drove sales.
- Authored and executed dynamic presentations that distilled complex data and ideas into digestible, compelling visuals.

Senior Designer **KASASA – Austin, TX** **11/2008 – 03/2016**

- Collaborated directly with developers to design and successfully launch over 50 websites, optimizing user engagement and conversion.
- Created captivating marketing materials for an extensive client base within the finance industry, delivering creative assets that supported their specific needs and initiatives.
- Developed comprehensive brand systems from the ground up, ensuring visual cohesion and strengthening brand identity for numerous clients.
- Mentored and provided constructive feedback to peers, fostering a culture of professional growth and enhancing team-wide client communication skills

EDUCATION

University of North Texas – Denton TX **2004-2006**

- Completed coursework towards a B.A. in Design with a specialization in Communication Design