

CASEY PEARSON

GRAPHIC DESIGN & MARKETING

PROFESSIONAL EXPERIENCE

SWIFT COMMUNICATIONS | SENIOR GRAPHIC DESIGNER JUNE 1999 - PRESENT

- Design and create layout compositions of various newspaper ads and print materials, special sections, glossy four-color magazines, presentation materials and large-format graphics in a fast-paced environment
- Produce direct mail pieces, flyers, inserts, website banners/buttons for clients and advertisers
- Consult with Advertising Coordinators and clients to get a clear understanding of their visual communication requirements to design innovative and attention grabbing advertisements
- Prepare in-house marketing materials including media kits, flyers and promotional materials
- Work with corporate clients to successfully reach their marketing and design goals

FREELANCE PARTNERS

BANNER HEALTH | MARCH 2004 - PRESENT

(North Colorado Medical Center, McKee Medical Center, Brush Family Medicine Center & various Arizona facilities)

- Design marketing strategies for Physician Recruiting, Spirit of Women of Greeley & Volunteer Services utilizing mail pieces, brochures, posters & event signage

CITY OF GREELEY | MAY 2004 - PRESENT

- Create multiple print material including posters, flyers and direct-mail pieces for the Cultural Affairs Division, City Museum and Greeley Convention & Visitors Bureau
- Composed programs for 2006 & 2007 "Season Of Stars"

COLORADO COMMUNITY BANK | JUNE 2005 - 2008

- Produced 'Grand Opening' invitations for direct-mail pieces, flyers, and tri-fold brochures
- Re-designed corporate logo for multiple bank branches

Other Freelance Partners: College Credit Union, Eaton Grove Nursery, Greeley Philharmonic Guild and Christ Community Church

EDUCATION

BACHELOR OF VISUAL ARTS | GRAPHIC DESIGN

University of Northern Colorado • Greeley, Colorado
Graduation: May 1998

TECHNICAL SKILLS

Extensive technical experience on Macintosh and PC systems with advanced proficiency in the following software and operating systems:

- Adobe Photoshop (V2.0-CS6)
- Adobe Acrobat (V4.0+)
- Adobe InDesign (V2.0-CS6)
- MS Word & MS Publisher
- Adobe Illustrator (V2.0-CS6)
- Microsoft Windows (V95-Vista)
- Quark Xpress (V3.0+)
- Macintosh OS 9.0 - OSX

AWARDS

Colorado Press Association Award

Daily Newspaper Class VI (10,000-100,000 circulation)

Multiple Awards (2011, 2010, 2002)

Inland Press Association Awards

(50,000-100,000 circulation)

Multiple Awards (2007, 2004)

COMMUNITY SERVICE

Sharefest Beyond - Christ Community Church - Participant
Northern Colorado Cancer Relay for Life - Participant
Adopt a Highway Clean-up - Participant
Guadalupe Center Homeless Shelter - Volunteer

Online Portfolio available at www.caseypearson.com