

cassie jay

DESIGNER
& Hand Letterer

Education

BFA in Graphic Design: Interactive Print & Screen

May 2017
Kean University
Michael Graves College
Robert Bush School of Design
Magna Cum Laude 3.7 GPA

AAS in Graphic Design: Interactive Print & Screen

May 2013
Ocean County College
3.79 GPA

Design Skill set

Branding	Muse
Bridge	Packaging
Copywriting	Photography
Identity	Photoshop
Illustrator	Social Media
Indesign	Typography
Lightroom	Wordpress
Mixed Media	XD

Awards, Honors, Extracurricular

Lambda Alpha Sigma Honor Society
2015 / 2016 / 2017

Thinking Creatively Conference
2015 / 2016 / 2017

Outstanding Photography Award
2014

Experience

In Store Sign Designer, Hand Letterer & Display Designer Berry Fresh Farms

Large scale chalkboard signage designs for produce and garden center as well as smaller individual item handlettered signage.

Product placement utilizing the most ideal and conceptual spaces for full retail value purposes.

Creative Art Design Direction Scary Rotten Farms

Designed large scale hand drawn, painted murals throughout an outdoor halloween haunt.

Responsible for brand collateral for promotional materials for events; as well as new concepts and executions for a larger target audience.

Custom designed tickets, coupons, outdoor signage, photography, flyers, and social media promotional campaigns.

Private Daycare Teacher Good Hands Day Care Center

Designed, created, and implemented a variety of lesson plans for toddlers and preschoolers to explore alternative learning techniques. Providing children with creative ways to learn letters, numbers, colors as well as throughout project development for growth in learning.

Painted removable murals for the school, as well as taking on the role for a restoration project to restore previous students tile artwork.

Photographed and designed preschool graduation ceremonial dvds from editing images, designing content, and music editing.

Personal Growth

Handmade personalized: favors, invitations for parties, wedding, special events. (including: hand lettering, photography).

Photography: children, panoramic shots, HDR, black and white, pets, and product photography. I enjoy capturing the rawness in my subjects.