



# CAS BOOKER

GRAPHIC DESIGNER

An interdisciplinary **graphic designer** with **5+ years of experience** and a **BFA in Design** from the University of North Florida. Combining strategy and storytelling to create meaningful designs inspired by art, culture, and the human experience.

## EDUCATION

### BFA GRAPHIC DESIGN & DIGITAL MEDIA

University of North Florida | 2021

Cum laude graduate

Presidential Platinum Scholarship Awardee

Publicity Manager @ CMD+N Design Club

## SKILLS

### INDUSTRY KNOWLEDGE

Art Direction

Branding & Identity

Concept Development

Campaign Development

Design Research & Strategy

UI/UX Design

Print Design & Production

Motion Graphics

Illustration

Photography & Photo Editing

### SOFT SKILLS

Creativity

Adaptability

Time Management

Communication

Leadership

Teamwork

Problem-solving

Attention to Detail

### PROGRAM EXPERIENCE

Adobe Creative Suite, Figma, Procreate, Microsoft Office Suite, Google Workspace Suite, HTML/CSS, Wordpress [Elementor], MailChimp, ActOn, Wrike, Trello

## EXPERIENCE

### INTERACTIVE MEDIA DESIGNER

Digital Edge Marketing | 2022–2024

- ◆ Designed a wide range of print, digital, and broadcast marketing materials for travel and tourism industry clients. Clientele included Visit Palm Springs California, Visit Maine, Visit Richmond VA, Daytona Beach Area CVB, Choose Chicago, and more.
- ◆ Projects included web pages, web banner ads, social media graphics, motion graphics, email marketing series, infographics, print collateral, and more.
- ◆ Assisted in art direction and collaborated with a team to conceptualize and develop marketing campaigns that spanned across print, digital, and video channels.
- ◆ Created new and updated existing HTML/CSS code for marketing emails, as well as prepared them for deployment across multiple email platforms [MailChimp, ActOn, and more].
- ◆ Worked across various content management platforms, email platforms, project management platforms, cloud storage platforms, and creative softwares.

### GRAPHIC DESIGNER

Campers Inn RV | 2021–2022

- ◆ Designed a wide range of digital, print, and broadcast marketing materials for both corporate and advertising purposes.
- ◆ Conceptualized and developed campaigns for sales events.
- ◆ Assisted in art direction and collaborated with senior graphic designer on corporate identity projects, and worked with regional marketing coordinators to create new and update existing marketing materials.
- ◆ Worked within several different content management systems, including Trello and Microsoft OneDrive.

### GRAPHIC DESIGNER

University of North Florida | 2019–2021

- ◆ Designed a wide range of print and digital marketing materials for the UNF Student Union, the UNF Game Room, and UNF's Market Days.
- ◆ Assisted in art direction and marketing strategy development for various recurring and stand-alone programs, and collaborated with several departments and special interest groups at UNF to create social media content and event programming.
- ◆ Supported rebranding and renovation projects within the facility, including large-scale installations within the UNF Student Union and the UNF Game Room.