

CAS BOOKER

GRAPHIC DESIGNER

CONTACT

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PROFILE SUMMARY

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

University of North Florida 2021
Bachelor of Fine Arts
Graphic Design & Digital Media

WORK EXPERIENCE

Cas Booker Design (Freelance) Oct 2024–Present
Graphic Designer & Illustrator

- ✦ Create brand identities, marketing collateral, and digital assets for diverse clients while managing multiple projects, consistently delivering high-quality, on-brand designs and meeting tight deadlines.
- ✦ Establish cohesive design systems from logos to style guides, ensuring strict adherence to brand guidelines and consistent visual identity across web, social, and print platforms.

Digital Edge Marketing Nov 2022–Sep 2024
Interactive Media Designer

- ✦ Designed marketing assets across print, web, and social media for major travel and tourism clients, including destinations like Los Angeles, Sacramento, and Chicago, enhancing their brand presence and achieving measurable growth in meetings, bookings, and industry recognition.
- ✦ Drove a 50% increase in lead generation on average through integrated marketing campaigns that earned 3.32M media impressions and averaged 35K landing page visits per 3-6 month cycle.
- ✦ Spearheaded the creation of display ads, responsive landing pages, email campaigns, animated social ads, event assets, and print collateral to maximize engagement across platforms.
- ✦ Improved email open rates by an average of 28% through A/B testing and UI/UX optimization of responsive HTML/CSS templates.
- ✦ Collaborated with cross-functional development and production teams to present design concepts and execute data-driven, multi-channel marketing strategies.

Campers Inn RV Sep 2021–Oct 2022
Graphic Designer

- ✦ Designed comprehensive marketing materials across digital and print, including marketing campaigns, billboards, merchandise, signage, and print collateral for corporate branding and sales initiatives, ensuring cohesive brand messaging.
- ✦ Supported brand identity project development, refining corporate visuals for enhanced brand recognition on the updated website, regional and corporate socials, for tradeshow and convention events, and within dealerships and stores.
- ✦ Developed visually compelling, audience-specific campaigns across web, social, and print platforms for regional marketing initiatives across 35+ locations nationwide, driving increased event attendance and customer engagement.

University of North Florida May 2019–Sep 2021
Graphic Designer

- ✦ Created social campaigns, event marketing assets, large-scale installations, signage, print collateral, and other promotional materials for campus-wide events, programs, and facilities.
- ✦ Led campus rebranding initiatives, including the design and prepress production of large-scale installations for the Student Union cafe and lounges, the Game Room, and the Lend-A-Wing Student Pantry.
- ✦ Directed and developed marketing strategies for student engagement programs such as UNF Market Days and Game Room events.

SKILLS

Design Programs

- ✦ Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Dreamweaver, XD, Dimension)
- ✦ Figma
- ✦ Canva

Technical Programs

- ✦ HTML/ CSS
- ✦ CMS & CRM Programs (ie. Wordpress & Elementor, MailChimp, HubSpot, Sharepoint, Box, Dropbox)
- ✦ DAM Programs (ie. Bynder, Filecamp, MediaValet)
- ✦ PMS Programs (ie. Wrike, Trello, Monday.com, Asana)

Creative Expertise

- ✦ Art Direction
- ✦ Team Collaboration
- ✦ Creative Research & Strategy
- ✦ Branding & Identity
- ✦ Campaign Development
- ✦ Print Design & Prepress Production
- ✦ Packaging Design
- ✦ UI/UX
- ✦ Motion Graphics
- ✦ Illustration
- ✦ Photography & Photo Editing

Soft Skills

- ✦ Creativity
- ✦ Adaptability
- ✦ Time Management
- ✦ Communication
- ✦ Teamwork
- ✦ Leadership
- ✦ Problem Solving
- ✦ Attention to Detail