

CASSIDY GIBSON

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EXPERIENCE

Graphic Designer

BELLA+CANVAS

March 2022 - Present

- Produced digital marketing assets tailored for deployment across diverse platforms and brand campaigns. Ensured that created assets were adaptable and optimized for both digital and print usage.
- Worked towards maintaining brand guidelines across different channels, emphasizing uniformity in messaging and design of both digital and physical promotional efforts.
- Edited videos and animations for strategic use on social media, web platforms, and paid media channels.
- Developed and consistently maintained brand guidelines across various channels, including web, social media, print, and third-party wholesale channels.

Junior Graphic Designer

Farrynheight

September 2021 - March 2022

- Collaborated with a cross functional team to contribute to the development of social media strategies, go-to-market (GTM) plans, and production art direction.
- Oversaw the creation of visual assets for a variety of clients in sectors such as hospitality, wellness, and beverage.
- Executed the design of static and animated graphics and short form video, and ensured that designed content was adaptable and optimized for use across various social media platforms.
- Aligned social media engagement with marketing schedules and team deadlines, ensuring cohesive integration with overall strategies.

Designer

Allen Hall Advertising

June 2020 - June 2021

- Spearheaded art direction and design for the University of Oregon's Student Health and Sexual Wellness Initiative.
- Orchestrated the launch of impactful social media campaigns, brand presentation decks, and produced high-quality digital and print assets.

Los Angeles

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EDUCATION

Industrial Product Design

Bachelor of Fine Arts

University of Oregon

October 2017 - June 2021

TOOLS

Photoshop

Illustrator

InDesign

AfterEffects

Keynote

Powerpoint

Google Suite

Canva

Figma

SKILLS

Graphic Design

Digital Marketing

Presentation Design

Illustration

Motion Graphics

Social Media

Video Editing

Writing + Editing

Content Creation

ON THE WEEKEND

Boxing + fitness

Letterboxd movie reviews

Formula 1 (go Ferrari...!)

DIY Projects