

CASI HALL Graphic Design, Illustration, and Photography

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INVEST BUFFALO NIAGARA

Senior Graphic Designer March 2017 – Present

- Responsible for a wide range of design of marketing materials for Invest Buffalo Niagara and talent attraction brand Be in Buffalo including: annual reports, industry brochures, extensive informational guides, social media graphics, web and print advertisements, power point templates, direct mail, event signage, programs and more.
- Designed similar print and digital materials for the Buffalo Niagara Partnership including annual reports, Advocacy Agendas, Athena Awards event materials, BN360 program materials, ect.
- Instrumental in the design and implementation of new industry web page development updates resulting in increased web leads.
- Researched and participated in email newsletter design/development updates. Responsible for the design of email graphics and layout.
- Maintain relationships with local print vendors for quotes, proofs, and packaged file delivery.
- Worked within brand guidelines for multiple organizations to ensure consistent brand look while keeping creative fresh.

EMPIRE EDUCATION

Senior Graphic Designer August 2014 – March 2017

- In-house design for two sister schools, Mildred Elley career college and beauty school, Austin's School of Spa Technology.
- Increased brand presence and market recognition by re-branding outdated, inconsistent looks of both schools.
- Developed successful marketing campaigns through self initiated consumer research.
- Worked with marketing team to study platform performances and fully execute campaigns.
- Implemented designs through email, social media, landing pages, newspaper, television, direct mail, mall, transit ads and more.
- Surpassed lead goals in an increasingly difficult market.
- Participated in development, art direction and photography of commercials for both schools.
- Implemented self driven projects such as street signage to create awareness and excitement in the community.

DO DESIGN CREATIVE

Freelance Graphic Design 1.2012 – Present

- Work freelance with multiple small business owners and project managers to design custom brand identities and print designs.
- Created a process ensuring customer satisfaction with a focus on in-depth research and concept development.

TECHNICAL SKILLS

Adobe CC:

Illustrator, Photoshop, InDesign, Lightroom, After Effects, and Acrobat

Microsoft Office:

Word, PowerPoint, and Excel

HTML & CSS

Some web design experience.

Marketing Platforms:

Hubspot, Wordpress, Squarespace, MailChimp, Social Media

Project Management Software:

Trello, Basecamp, Google Docs, and Slack

ADDITIONAL SKILLS

- Photography
- Copy-writing
- Art-direction
- Social Media Management

EDUCATION

State University of New York at Oswego
Bachelor in Fine Arts, Graphic Design
Graduated 5.2012, Magna Cum Laude

VOLUNTEER ROLES

- Programming Director for American Institute of Graphic Arts (AIGA) Upstate New York Chapter (1-year term)
- Started Buffalo AIGA group; organized two speaker events around DEI in design
- Secretary for AIGA Upstate New York Chapter (2-year term)
- Consistently volunteer as a portfolio reviewer for AAF Buffalo, AIGA, and SUNY Oswego senior exit interviews
- SUNY Oswego Design Club
President 2011 and Secretary 2010