

Jae Jae Casselberry

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EXPERIENCE

Associate Graphic Designer | 2019 - present | Newell Brands | Kalamazoo, MI

- concepts – packaging & digital content – lead designer
- layouts & production – packaging & digital content – lead designer
- photography/shot lists – art direction
- product renderings/shot lists– art direction
- video/storyboards– art direction
- high-resolution retouching
- high-volume production design
- packaging renders
- logo/claim lock-up design

Graphic Designer Freelance | 2017 - 2019 | Kalamazoo, MI

- website design support
- layout and production design support

Art Director | 2014 - 2017 | VML | Kalamazoo, MI

Kellogg's Family Rewards (KFR) website and CRM program

- 1000+ digital assets website, social & email – art direction/design
- 10 responsive landing pages, social & email content – art direction/design
- 30 micro-sites & email content – art direction/design
- concepts/production – migration to responsive site – design
- site maintenance – art direction/design

Senior Designer | 1997 - 2014 | Biggs|Gilmore (Acquired by VML) | Kalamazoo, MI

- 500 page product catalog – lead designer/production/project management
- 400+ food photography shots – art direction/shot lists/retouching
- lifestyle photography – art direction/shot lists/retouching
- print design/production 5 brands – lead designer
- brochure & catalog design/production 5 brands – lead designer
- website concepts/production – 6 brands – lead designer
- concepts & seasonal design/production – lead designer 4 Pop-Tarts sites
- new client pitches – design
- direct mail programs – 3 brands – design/production

EDUCATION

Associate Applied Science with honors – Computer Aided Drafting/Design
Kalamazoo Valley Community College, Kalamazoo, MI

BRANDS

- Rubbermaid
- Kellogg's Family Rewards
- Zimmer
- Breville
- Pop-Tarts
- Pfizer
- FoodSaver
- Rice Krispies
- Pharmacia
- Oster
- MorningStar Farms
- X-Rite
- Elmer's
- Cottonelle
- Dupont
- Sharpie
- Scott
- Armstrong International
- Paper Mate
- Wilmington Trust
- Premera Blue Cross
- Graco
- Meridian Yachts
- United Way
- Ball
- Bayliner
- Bronson Hospital

EXPERTISE:

PACKAGING DESIGN
PRINT DESIGN
WEB DESIGN
PHOTOGRAPHY ART DIRECTION
VIDEO ART DIRECTION
HIGH RESOLUTION RETOUCHING
HIGH VOLUME PRODUCTION
PROJECT MANAGEMENT

EXPERT SKILLS:

PHOTOSHOP
ILLUSTRATOR
INDESIGN
QUARK
KEYNOTE
MICROSOFT SUITE
WORKFRONT

BASIC SKILLS:

KEYSHOT
SKETCH
XD
MIRO
FIREFLY

QUOTES FROM MY PEERS:

PROBLEM SOLVER
SELF-STARTER
DETAIL-ORIENTED
EXCELLENT TIME MANAGEMENT
EFFICIENT MACHINE
LEADS BY EXAMPLE
TEAM PLAYER
DEDICATED
TAKES OWNERSHIP
DEPENDABLE