



CASEY TAYLOR

designer + creative + cool person

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fan club

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HI THERE!

I'm Casey Taylor – an upbeat, efficient, self-educated designer and generally creative adult person with 15+ years of experience across creative, collaborative roles in both traditional and digital markets. I'm looking for creative projects that ignite both my imagination and sense of philanthropy. I pride myself on clean files, excellent communication skills and believe that Google can answer any problem if you search long enough. During off-hours I appear as wife/mother, hobby farmer, and amateur stage actress.

Thank you,



skills



Photoshop



InDesign



Illustrator



Wordpress



Elementor

more tools

Figma, Sketch, Canva, Google Workspace, MS Office, Squarespace, Webflow, Wix, Unbounce, Hubspot, Zoho, Asana, Jira

CASEY TAYLOR

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work

2019 – 2023

DESIGNER + CREATIVE DIRECTOR Search & Convert

web design and build, sales landing pages, online store setup, logo and brand creation, web marketing, social and interactive media, infographics, print and digital brochures, presentations, promotional materials, and growing...

You name it, I made it. Working at a small firm like S&C allowed me to take on diverse responsibilities beyond graphic design. Collaborating closely with different teams fostered innovation, while the culture encouraged creativity and experimentation. Overall, it fueled my passion for design and provided invaluable learning experiences.

2016 – 2019

FREELANCE DESIGNER + MOTHER color case art + design

web design and build, logo creation, social media brand assets, birthday invitations, wedding invitation suites, event decorations and signage, labels and packaging.

Starting a family gave me the opportunity to leave the corporate design world. I started a boutique design business to unleash all the colorful ideas that couldn't find a home in business-land. I found a wealth of outrageously creative ideas from people who ordinarily wouldn't have access to custom design.

2008 – 2016

SR. DESIGNER + LEAD WEB DESIGNER KASASA

web design, web design, web design, print and digital marketing, event decorations and signage, promotional products, wearables.

During my eight years at KASASA, I was immersed in a dynamic design environment, shaping the visual brand identity for the company and it's hundreds of clients across various mediums. Collaborating closely with talented teams, I created captivating marketing materials and intuitive user interfaces. My experience not only refined my design skills but also provided valuable insights into the financial industry. I take pride in my contributions to KASASA's success and look forward to continuing to drive creativity in design.