



James Richard Casa

web + graphic design | illustration

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OBJECTIVE

Earn a creative position utilizing my graphic design, illustration, and front end development skills.

TECHNICAL SKILLS

Proficient in: HTML, CSS, Photoshop, Illustrator, InDesign, Acrobat, Word, PowerPoint, QuarkXpress, SharePoint, MailChimp, Responsive Techniques for both Web and Email, and Email Optimization across devices

Knowledge of: Salesforce, XML, JavaScript/jQuery, WordPress, Microsoft Visual Studio + .NET, FTP Clients, Content Management Systems, Cornerstone, Deployment Processes, Google SketchUp, and Maya 3D

Other: Wacom Pen Tablets, Digital Cameras and Camcorders, HD Monitors, Scanners and Printers.

WEB + GRAPHIC DESIGN EXPERIENCE

Pace Communications — Greensboro, NC | INTERACTIVE DESIGNER [AUG. 2017 – PRESENT]

- Agency experience developing and maintaining websites and email marketing for Pace's portfolio of major brands
- Collaborate with strategy and graphics teams to design elegant and informative emails for better click rates
- Utilize top-tier email marketing programs to schedule and send emails and digital newsletters

Prolifiq Software, Inc. — Princeton, NJ + Winston-Salem, NC (remote) | HTML PRODUCER [NOV. 2013 – MAY 2017]

- Drafted email and landing page mock-ups for several major pharmaceutical brands and medical device companies
- Coded and translated the approved mock-ups into full HTML layouts for email deployment via Prolifiq's software
- Worked with account managers and pharma brand managers to ensure each layout was built to the necessary Federal and Legal requirements
- Transcribed landing page content into various languages for Bristol-Myers Squibb's Europe branches
- Gathered and produced internal process documentation to be used by the production team and account managers

DMi Partners — Philadelphia, PA | WEB DESIGNER [JULY 2009 – SEPTEMBER 2013]

- Designed, developed, and updated websites, marketing print material, and emails for Fortune 500 companies
- Produced landing pages, email campaigns, and opt-in creatives for client and in-house lead generation
- Organized and facilitated deployment of content via a company-built content management system (Prism)
- Collaborated with SEO specialists to create informative marketing materials, social media, infographics, white-papers, and award-series graphics for DMi's higher education search website, eCollgeFinder.org

Peterson's — Lawrenceville, NJ | GRAPHIC/WEB DESIGNER [JUNE 2006 – SEPTEMBER 2008]

- Worked both independently and with a team of designers to design websites, emails, banner ads and print material for Peterson's educational resource businesses
- Revised Peterson's book cover templates

Miles Technologies — Moorestown, NJ | GRAPHIC/WEB DESIGNER [NOVEMBER 2005 – JUNE 2006]

- Designed and edited small to medium-sized business client websites
- Designed promotional and informative print material for Miles and clients

Freelance Designer [SEPTEMBER 2003 – PRESENT]

- Created logos for Friends of the Burlington County Library, Inc.
- Designed marketing material for Rutgers University's Cabaret Theatre
- Created logo for Saint Raphael/Holy Angels Parish
- Designed flyers for the Trenton Diocese Council of Deacons Continuing Education Program

EDUCATION

The College of New Jersey (TCNJ) — Ewing, NJ [2001 – 2005]

- BFA in Graphic Design - specialization in Digital Arts
- Dean's List — four consecutive semesters 03–04
- Internship — Graphic/Web Design for the TCNJ Office of College and Community Relations

ACHIEVEMENTS/AWARDS

- 2010 Davey Award — Jack Welch Management Institute | Education Website
- Artwork featured on rock group, The Decemberists' website
- Partial Scholarship — Tyler School of Art, Temple University

EXTRACURRICULAR ACTIVITIES

- Volunteered with the Friends of the NJ Burlington County Library, Inc.
- Catholic Campus Ministries — helped to organize/host a Visiting Clergy Lecture Series
- College Union Board — aided visiting artist production and stage crews