Kasey Raymond

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Art Director

With extensive experience in graphic design, illustration, web design, UI/UX design, and printed media.

Innovative front-end developer/designer with success designing and executing design projects from start to end for a variety of high-profile clients/brands. Adept at SEO plans and execution for informational and ecommerce websites. Highly skilled in delivering innovative ideas for books, magazines, brochures, and print media. Knowledge of JavaScript, MySQL, Node.js, Express.js, React.js, MongoDB, Command Line, Git, WordPress, Mac OS X operating systems, networking, troubleshooting, HTML5, CSS3, Flexbox layouts, and evolving technologies. Demonstrated organizational, communication, interpersonal, presentation, creative thinking, and problem-solving skills.

Areas of Expertise

- Graphic, Web & UI/UX Design
- Art Direction & Guidance
- Social Media Marketing

- Project Governance & Control
- Search Engine Optimization
- Team Training & Leadership

- Quality Assurance & Compliance
- Continuous Process Improvement
- Issues & Conflicts Resolution

Career Experience

Slavens Racing - Colorado Springs, Colorado   **2016 to 2020**

Art Director / Web Designer and Developer / SEO Specialist

Manage significant challenges regarding controlling and updating, as well as redesigning large ecommerce website (www.slavensracing.com). Lead efforts towards developing international shipping calculator, fitment finder, and wholesale dealer website. Streamline the process of adding more functionality, including wish lists and inventory tracking along with increasing the size of products and content. Provided effective training programs to website support employees in web design, maintenance, and best practices.

- Contributed to the success of company progression by completing design and delivering art direction across all the aspects, including website, email marketing, video design/editing, ads, and apparel.
- Played a key role as SEO specialist; optimizing traffic numbers to website by executing large-scale SEO plans.

Display Image Trade Show Marketing, Colorado Springs, Colorado   **2003 to 2008**

Art Director / Web Designer / Marketing and Event Assistant

Completed final proofing and quality check of all digital files handed off from freelance artists. Held responsibility for designing large format banners, back-lit displays, corporate interiors, and billboards, along with graphic layouts for marketing and budgeting presentations to potential clients, including PowerPoint and video presentations. Delivered active functional support to event exhibitors in their video presentation setup and operations. Performed a variety of tasks, including dealing with all purchase orders to suppliers and paper work/quotes for client's files. Attended trade shows and facilitated in the budgeting, production, and marketing of various expos.

- Mapped and oversaw the design process and final production of marketing collateral for several clients; trade show displays and all related mailers, ads, brochures, magazines, and giveaways.
- Achieved multi-project schedule objectives by steering high-performing freelance artists.

- Evaluated the performance of freelance photographers to ensure seamless client photo shoots.
- Monitored all printing with many different suppliers to meet deadlines; CMYK offset and digital preparation.
- Identified and resolved all Mac/Apple computers, printers, networking, and hardware/software problems.

Additional Experience:

Western Forge / Subdivision of Emerson Electric Co, Colorado Springs, Colorado, Senior Graphic Artist / Packaging Technician / Marketing Support, 2000 to 2003

Rocky Mountain Motorworks - Woodland Park, Colorado, Senior Graphic Artist, 1999 to 2000

Freelance Experience:

KLR Designs 2002 to 2021; *Various design jobs, website design, hat textile design (styling, dying, production), Mural painting (commercial & residential), contract work for local ad agencies*

Amark Budget Sign 2007 to 2013; *Design signs, banners, decals, logos, flyers, and websites. Prepare files for vinyl cutter and Mimaki large format printer. Train designers in Photoshop, Illustrator, & large format design/printing.*

The Edge Screen Printing 2004 to 2013; *T-shirt design, color separations for screens, and embroidery digitizing*

Education

Bachelor's Degree in Visual Communications / Marketing
Collins College, Phoenix, Arizona
Certification in Full Stack Web Development
Denver University, Denver, Colorado

Technical Proficiencies

Advanced knowledge of professional design programs including: WordPress, InDesign, Illustrator, Photoshop, Adobe XD, Figma, iMovie, Word, PowerPoint, Excel

Honors & Awards

Display Image, Best of Show, Trade Show Display Design
Leading Edge AirFoils, Best Rotax Air Show Internet and Print Advertising Support
Pikes Peak League Art Show - Advanced, 2nd place
Air Academy Federal Credit Union Art Scholarship, 2rd place
Air Academy Federal Credit Union Art Scholarship, 3rd place
Pikes Peak Community College Art Show, 1st place