

Kasey Raymond

1717 Big Horn Trail
Colorado Springs, CO 80919
719.321.8131
info@podunk-design.com

Objective

To obtain a graphic design or event marketing position that I can enrich with my wide spectrum of experience and talent.

Education

Collins College

Phoenix, Arizona

Bachelor's Degree in Visual Communications / Marketing

Emphasis : Graphic Design, Illustration, Web Design and Print Production, Apple Computer Technology

- Student of the Month (August 1997)
- GPA 3.85, Graduated with Honors

Work Experience

Art Director / Marketing and Event Assistant

2003 — 2008

Display Image Trade Show Marketing

Colorado Springs, Colorado

- Complete design process and final production of marketing collateral for a wide spectrum of clients (specializing in trade show displays and all related mailers, ads, brochures, magazines, giveaways, etc.)
- Design of large format banners, backlit displays, corporate interiors and billboards
- Create graphic layouts for marketing and budgeting presentations to clients, including PowerPoint/video presentations
- Direct and manage freelance artists and ensure deadlines are met in a multi-project schedule
- Final proofing and quality check of all digital files handed off from freelance artists
- Direct and manage freelance photographers at client photo shoots
- Support event exhibitors in their video presentation setup and operations
- Coordinate all printing with many different suppliers to meet deadlines: CMYK offset and digital preparation
- Maintain all Mac/Apple computers, printers, networking and hardware/software problems
- Attend trade shows and assist in the budgeting, production, and marketing of the various expos
- Responsible for all purchase orders to suppliers and paper work/quotes for clients files

Senior Graphic Artist / Packaging Technician / Marketing Support

2000 — 2003

Western Forge / Subdivision of Emerson Electric Co.

Colorado Springs, Colorado

- Complete design from concept to final production of tool packaging for Sears (Craftsman ®) and Home Depot (Ridgid®, Husky®) branded tools
- Work with marketing department to create graphic intense presentations for clients
- Technical writing and editing on all tool packaging
- Color proofing all packaging and color correction when needed
- Design of POP displays and store signage for clients
- Mock up new tool designs in Photoshop and Illustrator
- Prepare and send all artwork to multiple printers
- Maintain Mac and PC's, printers and scanners
- Upgrade and reorganize computer software and hardware in the creative department
- Design intranet web site for Emerson Tool Company Division
- Edit and proof all Spanish on bilingual packaging
- Extensive work with dielines, Pantone color and CMYK process printing

Senior Graphic Artist

1999 — 2000

Rocky Mountain Motorworks
Woodland Park, Colorado

- Layout and design of three biyearly magazines (air cooled VW, water cooled VW, BMW)
- Manage production artists and keep on schedule for deadlines
- Work with in-house photographer on cover shots and product shots
- Conceptualize, design and submit monthly magazine ads
- Image preparation for web site, banner ads
- Collect all catalogs for printing output and handle quotes from printers
- Color correction of catalog photography
- Responsible for catalog blue line proofing

Graphic Artist / Media Coordinator

1998 — 1999

Leading Edge Air Foils, Inc. / Raisner Aircraft Depot, Inc.
Meadowlake Airport, Peyton, Colorado

- Responsible for maintaining a 350 page catalog and 100 page supplemental published yearly
- Design and submit newspaper and magazine ads monthly
- Construct displays and design promotional, informational flyers for trade shows
- Write and distribute company press releases
- Provide all photography for catalogs, flyers and press releases
- Prepare images and PDF files for web site
- Draw technical illustrations and engine diagrams

Related Skills

- Ninja like computer skills with advanced knowledge of professional design programs including: DreamWeaver, Avid Video Editor, Apple & Adobe video software, InDesign, Illustrator, Photoshop, Acrobat Prepress, Microsoft Office
- Can work cross-platform on both Mac and PC computers to achieve the highest degree of flexibility
- Knowledge of Mac OS X operating systems, networking, troubleshooting and repair
- Excellent color correction skills and photo manipulation in Photoshop
- Color separations for screen printing and embroidery digitizing
- Talented illustrator and mural painter
- Excellent multi tasker and can handle tight deadlines

Freelance

Out West Awning Co.

2011 — 2014

- Setup, manage, and maintain the graphics department including: large format printers, cutters, SGS machine. Create customer renderings, design all print pieces and web design www.OutWestAwningCo.com
- Safety training of new employees on the awning equipment: seam welders, industrial sewing machines, metal break

The Edge Screen Printing

2004 — 2013

- T-shirt design, color separations for screens, and embroidery digitizing

Podunk Design

2002 — present

- Various design jobs, website design

Amak Budget Sign

2007 — 2013

- Design signs, banners, decals, logos, flyers, and www.Abudgetsigns.com
- Train other designers in Photoshop, Illustrator, and large format design/printing
- Prepare files for vinyl cutter and Mimaki large format printer

Mural Painting (commercial and residential)

1998 — 2005

Honors and Awards

Display Image, Best of Show, trade show display design

2005, 2006

Leading Edge Air Foils, Best Rotax Air Show Internet and Print Advertising Support

1999

Pikes Peak League Art Show - Advanced, 2nd place

1996

Air Academy Federal Credit Union Art Scholarship, 3rd place

1996

Air Academy Federal Credit Union Art Scholarship, 3rd place

1994

Pikes Peak Community College Art Show, 1st place

1993