

# Caleb M Allen

DESIGNER. ILLUSTRATOR. WRITER

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## Education

**BACHELOR OF FINE ARTS, ILLUSTRATION,  
CLEVELAND INSTITUTE OF ART (CIA) / 2011 TO 2015**

## Experience

### **DESIGNER & MARKETING LEAD, SEPRO, JAN. 2024 - PRESENT**

*With a story focused mission and brand, I helped our users protect, preserve and restore millions of acres of nature. Working across multiple divisions of the company—online, retail, government agencies, professionals and every day people my designs educated on proper aquatic care and environmental protection.*

1. Designed booklets, brochures, labels, other printed materials and digital collateral covering all aspects of SePRO's divisions.
2. Managed the companies brand and vision across multiple communications and platforms to meet internal quality and regulatory standards.
3. Collaborated with SePRO partners to ensure timelines were created and deadlines were met.

### **SENIOR GRAPHIC DESIGNER, WEAVER / MAR. 2022 TO NOV. 2023**

*I oversaw the new branding and messaging for the Trail's End Popcorn Fundraiser. I collaborated with the CEO, Sales-team, and Marketing to develop a singular design guideline for the company.*

1. Developed promotions and marketing collateral during the annual sale.
2. Assured brand consistency across all visual mediums.
3. Produced product packaging and marketing materials such as guidebooks social media content, webinar videos, brochures, flyers, and e-mail campaigns.

### **GRAPHIC DESIGN LEAD, MARKET DISTRICT / 2015 TO 2022**

*Responsible for determining the creative direction of Market District's core values, delivering high-quality visual assets aligned with company goals and brand, and conceptualizing and executing the designs and services of creative campaigns across Market District franchises.*

1. Working with many weekly, monthly, and quarterly deadlines.
2. Communicate with co-workers, managers, and store leaders to design illustrations for promoting store products and services collaboratively.
3. Creating the artwork for and installing displays for current marketing campaigns and brands.

## Skills & Expertise

- Branding
- Design Strategy
- User Interface & Experience
- Marketing Campaigns
- Research and Analysis
- Story Mapping and Wire-framing
- Illustrator
- Photoshop
- InDesign
- Wordpress
- Graphite & Pastel
- Acrylic, Oils & Watercolor