

CASEY EICKHOFF

ART DIRECTOR | WEB DEVELOPER

ABOUT ME

I am an adventurous, energetic art director, web developer, and team player. I have extensive digital and print design skills and a need for life-long learning. Hence why I am taking courses to learn web programming. I'm a fresh thinker, rarely satisfied with the status quo and thrive in collaborative environments where brand-centric campaigns are welcome.

EDUCATION

Texas State University

Bachelor of Fine Arts (B.F.A.)
Communication Design
2006 - 2011

University of Denver

Women's Full Stack Coding Bootcamp
Apr 2019 - Sep 2019 (in progress)

WHAT I BRING

Art Direction
Creative Leadership
Strategic Thinking
Proficient in Creative Suite
Keen visual design sensibilities
Experience in retail industries
Project Management
Enthusiasm for the outdoors
Thrive in fast paced environment

WORK HISTORY

Art Director | Senior Graphic Designer

Denver Center for the Performing Arts Feb 2017 - Present

- ▶ A leading voice in creating unique, differentiated and compelling creative concepts
- ▶ Identify and implement marketing strategy improvements
- ▶ Manage a junior designer, providing clear goals, direction and feedback
- ▶ Create custom artwork for galas and productions
- ▶ Manage vendor coordination and print production
- ▶ Manage time well under strict deadlines and multiple projects

Senior Digital Designer (Contract)

Domoto Brands Nov 2016 - Feb 2017

- ▶ Establish processes for designing and launching websites
- ▶ Manage digital designers and developers, providing clear goals, direction and feedback
- ▶ Art direct and produce websites utilizing the latest functionality and best practices

Product Designer

Under Armour Jun 2014 - Nov 2016

- ▶ Supported the product, marketing, and sales team by creating efficient templates to increase productivity and revenue
- ▶ Redesign email templates to follow best practices
- ▶ Event activation materials for the Baltimore Marathon
- ▶ Act as a champion internally and externally for the brand.

Interaction Designer

Drumroll Aug 2012 - Jun 2014

- ▶ Art directed the most successful holiday email campaign to date for Microsoft Store
- ▶ Strategically identified opportunities to increase revenue in the Xbox ONE pre-sale engagement email campaign
- ▶ Manage a junior designer, providing clear goals, direction and feedback
- ▶ Build brand standards
- ▶ Design email campaigns and strategy