



Casey Moths
Designer

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HELLO,

I am a digital designer, a creative problem solver, and passionate learner. I love facing new challenges while exploring modern technologies and am constantly curious about design trends and user experience.

I look forward to bringing my passion for design and my eagerness to learn to your organization.

MY SPECIALTIES



DESIGN
MULTIMEDIA



WEB
SITES & EMAILS



IDEA
CONCEPT

CASE STUDY

CLIENT: Parkside Pool Apartments / 2018

MY ROLE: Website Design & Development

- **CHALLENGE:** A family owned apartment complex in Milwaukee, WI hoped to have vacant apartments filled before winter; a time when most people won't move due to the cold weather. All previous marketing had been done solely through newspaper ads and Craigslist postings.
- **SOLUTION:** Create a website that gives prospective residents the ability to view apartment layouts, room sizes, see photos, contact leasing agents, and gain a better insight into the community features and amenities provided.
- **RESULTS:** Shortly after launching the website, owners saw a steady increase in the amount of leasing inquiries coming in through the contact form. By November, all units had been filled just in time for winter and inquiries increased to near daily contact.

WORK EXPERIENCE

- **Freelance Designer (Part-time) / CURRENT**
FREELANCE / SAN DIEGO CALIFORNIA
- **Apparel Licensing Coordinator / 2016 - CURRENT**
MAD ENGINE / SAN DIEGO CALIFORNIA

EDUCATION

- **Professional Certificate in Translation & Interpretation (Spanish/English) / 2007 - 2009**
UNIVERSITY OF CALIFORNIA - SAN DIEGO
- **Bachelor of Arts - Spanish, Legal Studies / 2004 - 2007**
UNIVERSITY OF WISCONSIN - MADISON

SKILLS

WHAT I CAN DO FOR YOU	Website Development	TECH SKILLS	HTML
	Marketing Emails		CSS
	Pixel Perfect Design		Flexbox
	Mobile Responsive Design		Grid
	Custom Wordpress Themes		SASS
	Concept Design		Bootstrap
	Analytics		Github
	SEO		Wordpress

TOOLS

VS Code	Sketch
Chrome DevTools	Trello
Photoshop	Microsoft Office
Illustrator	Adobe XD

HOBBIES & INTERESTS



Photography



Endurance



Music



Reading



Concept Art



Coffee



Travel



Fitness