

Casey Moths Designer

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## Follow



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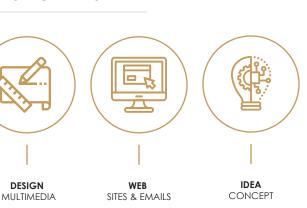
Visit

caseymoths.com

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**



# **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 UNIVERISTY OF CALIFORNIA - SAN DIEGO
- Bachelor of Arts Spanish, Legal Studies / 2004 2007 UNIVERSITY OF WISCONSIN - MADISON

### **SKILLS**

WHAT I CAN DO FOR YOU

**DESIGN** 

Website Development

Marketing Emails

Pixel Perfect Design

Mobile Responsive Design

**Custom Wordpress** Themes

Concept Design

**Analytics** 

SEO

HTML

**CSS** 

Flexbox

Grid

SASS

Bootstrap

Github

Wordpress

#### **TOOLS**

M

**VS** Code



Sketch



**Chrome DevTools** 



Trello



**Photoshop** 



**Microsoft Office** 



Illustrator



Adobe XD

## **HOBBIES & INTERESTS**















