Kasey Lacore

Visual Designer

Denver, Colorado
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Experience

Ruckus Marketing - *Visual Designer, Digital Products*

Feb 2022 - Feb 2023 | Remote

- Created engaging, responsive and on-brand web design solutions to meet client and user objectives
- Created wireframes, style guides, design systems, mockups, and prototypes
- Collaborated with cross functional team of UX designers, project managers, and developers to synthesize feedback and ensure work was delivered on time and to client satisfaction
- Effectively presented design decisions and rationales to stakeholders, synthesizing feedback and facilitating discussion around best solutions

Graphic Designer

Feb 2021 - Feb 2022 | New York, New York

- Led the ideation and production of creative concepts for pitch presentations, aiding in the acquisition of over $1 million in new business
- Translated business needs into creative execution for sales initiatives

Kasey Lacore Creative, LLC - *Founder and Designer*

May 2020 - May 2022 | New York, New York

- Collaborated with service-based small business owners to determine business goals and target audience
- Crafted strategic branding including logos, color palette, typography, illustrations, and more
- Conceptualized and design Squarespace websites to reflect client's business values and goals

Flywheel Sports - *Visual Designer*

May 2019 - September 2020 | New York, New York

- Supported the creation of the marketing calendar initiatives for ads, social content, email, and print collateral using the Adobe Creative Suite
- Ensured Flywheel's design standards were met across all channels

Melissa Shoes - *Intern, Graphic Design and Marketing*

September 2018 - May 2019 | New York, New York

- Collaborated with e-commerce team to design email marketing campaigns
- Creative lead for wholesale brand guide and collaboration booklet design

Education

UX Certification: CareerFoundry 2023
Bachelor of Arts: Fordham University
Class of 2019
New Media and Digital Design

Skills

Figma	Design Systems	InDesign
Prototyping	Branding	Illustrator
Wireframing	Photoshop	XD