



Nathan Caspar

Brand Strategist & Designer

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nathancaspar.com

Education

University of Minnesota
Bachelors Degree
Strategic Communications
Minor in Graphic Design
Minor in Product design

Skills

Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe Premiere
Adobe XD
Photography
Video Production
Video Editing
Illustration
Market Research
HTML / CSS
3D Modeling
Bartending
Espresso
Prototyping

Strengths

Spanish



3D Modeling



Communication



Teamwork



Web Design



Segmentation



Work Experience

Creative Director Design U

09/2018-05/2019

- Led all external campus outreach through social media channels.
- Created promotional material for all organization events.
- Worked with communications team to restructure brand identity of Design U.

Creative Intern Modern Climate

07/2019-09/2019

- Conducted in depth market research into several key industries.
- Assisted in new business aquisition efforts through research and content production.
- Produced and edited a full short B2B commercial highlighting Modern Climate's capabilities.

Research Assistant University of Minnesota

09/2018-04/2020

- Conducted literature review, finding existing relevant research.
- Designed stimulus materials for nation-wide survey.
- Published two peer-reviewed journal articles under professor Claire Segijn.

Barista

Rustica Bakery

05/2018-08/2020

- Crafted artisan espresso and tea beverages.
- Waited on customers, serving food and beverages to tables.
- Provided customer service at point of sale and offered pastry/bread and coffee information.

Interests & Certifications

- I am a liscensed bartender in Minnesota.
- I love coffee and espresso, ask me about my favorite coffee shop!
- I am interested in circular economies and sustainable alternatives.
- I started my own clothing brand!
- MIKA is my favorite artist.



Google Ads
Display
Certification

References

Greg Engen

President-Modern Climate

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Tracy Zach

Managing Director-Modern Climate

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