



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
3.9 GPA, Deans list 3 years

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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