

# Taylor Cashdan

520 Carolina Ave, Unit 4  
Raleigh, NC 27606

T 919-601-2868  
E taylorcashdan@icloud.com  
W www.taylorcashdan.com

## Innovator – Graphic Designer – Journalist – Leader

### Proficiency and Specialization

High proficiency in using the Adobe Suite with a focus in InDesign, Illustrator and Photoshop, and basic knowledge of Muse and Xd; intermediate knowledge of HTML, CSS, responsive design, wire framing, and story boarding; proficiency on both Windows and Mac machines

Specialization in typography and branding, as well as infographic design and marketing; interested in exploring UX/UI design

### Professional Experience

#### **Senior Creative Designer – ScottMadden, Inc; Raleigh, NC – 1/2017 – Present**

- Maintained all responsibilities from the Graphic Design Specialist role below, with the addition of:
- Vendor and contractor selection and relationship management
- Conference booth planning and design
- Art direction and project management for interactive content and video production
- Develop protocols for creative project management and process creation/implementation
- Social media outreach planning and content guidance
- Semi-annual publication and e-book design and production management across multiple practice areas

#### **Freelancer – various clients; Raleigh, NC – 1/2008 – Present**

- For-hire freelance graphic and web designer targeting small businesses in the Raleigh area
- Have worked with 20+ clients on 40+ individual projects and/or branding initiatives

#### **Founder and Aggregator – Kvetch & Collaborate; Raleigh, NC – 10/2016 – Present**

- Facilitate creativity-focused monthly meet-up series catering to creative individuals and their workflows
- Maintain partnerships with local businesses and industry leads to provide connections to meet-up attendees

#### **Graphic Design Specialist – ScottMadden, Inc.; Raleigh, NC – 1/2015 – 12/2016**

- Maintained all responsibilities from Graphic Design Intern role below, with the addition of:
- Provided graphic support to consultants and CEO for keynote speeches, white papers, reports, and client presentations
- Developed design and managed completion of tasks for annual publications/reports
- Provided brand development, deliverable, and collateral support for external clients
- Updated, edited, and problem-solved issues on the company website using HTML and CSS scripting; create graphics and provide photos for website use
- Created branded material for social media, site-specific content pieces, and graphics
- Created branded material for email outreach including banners and in-copy graphics
- Managed tasks with vendors for adherence to brand standards and printing of/use of ScottMadden-branded material
- Managed YouTube channel
- Edited, spliced, and rendered raw video files and existing video files for firm initiatives
- Provided other graphic support as needed for firm events and other needs

#### **Graphic Design Intern – ScottMadden, Inc.; Raleigh, NC – 5/2013 – 12/2014**

- Designed and developed web and print ready design collateral for the firm's three practice areas
- Established, adhered to, and enforced brand standards for all graphic-related material
- Created ads for national campaigns, conferences, and published materials

#### **HBO Digital Media Marketer – Campus Agent, Digital Chair, HBO via GMR Marketing; Raleigh, NC – 2/2013 – Present**

- Responsible for the marketing and promotion of all HBO-sponsored events for NC State and the Raleigh area
- Monitored trends in the digital sphere to target certain groups for geo-targeted tweets, Facebook posts, and Instagram photos
- Maintained connections with the HBO/GMR home office as well as any campus group/agency for planning and hosting events

### **Photographer – Carolina Nightlife Photographer; Raleigh, NC – 3/2013 – 7/2013**

- Photographed local nightlife events for venues to showcase
- Edited photographs and formed albums for individual venue's media efforts

### **Multimedia Editor, *Technician*; Raleigh, NC – 12/2012 – 4/2013**

- Assisted in the direct correspondence between the hosting company (TownNews) and the editors/advisors of *Technician* in relation to any, and all, website related issues
- Created and edited multimedia content
- Worked directly with WolfTV (student television/broadcasting channel) to help coordinate and edit content
- Provided content uploading services and technical support with the newly launched Student Media Association iPhone/Android application

### **Managing Editor, *Technician*; Raleigh, NC – 8/2011 – 5/2012**

- Worked and supported the Editor in Chief
- Was responsible daily production (over 10k copies in distribution) of an 8-16 page newspaper
- Managed and trained the copy desk (15 people) and the design desk (13 people)
- Interacted daily with section editors and media adviser to determine content deadlines and design ideas.
- Awarded multiple Gold Circle and NCSMA awards for page design
- Absorbed the Design Editor position after editor had to step down for the year

### **Design Editor, *Technician*; Raleigh, NC – 8/2010 – 6/2011**

- Directed all design aspects of N.C. State's daily newspaper
- Managed and led a staff of nine
- Conducted weekly meetings to discuss ideas and reviews for the previous week
- Increased on-time daily deadline percentage from 51% to 88% in five months

### **Page Designer, *Technician*; Raleigh, NC - 8/2010 – 11/2010**

- Page designer for the daily editions of the newspaper
- Awarded three 'Design of the Month' awards

## **Education**

**North Carolina State University, Raleigh, NC** – Graduated magna cum laude with a Bachelor's Degree of Science in Technology, Design, and Engineering Education with a concentration in Graphic Communication

## **Awards and Acknowledgements**

- Fall 2012, Spring 2013, Fall 2013, Spring 2014, and Fall 2014: NC State College of Education Dean's List
- 2013-2014: Vice President of the Technology Education Collegiate Association
- 2013: Inducted into the Epsilon Pi Tau Technology Honor Society
- 2013: Inducted into the Kappa Delta Pi Education Honor Society
- 2012: 1st Place Award from North Carolina College Media Association for Single or Two-Page Design
- 2012: 3rd Place Gold Circle award from Columbia Scholastic Press Association for feature page design portfolio
- 2012: 3rd Place Gold Circle award from Columbia Scholastic Press Association for feature page design broadsheet format
- 2012: Certificate of Merit from the Columbia Scholastic Press Association for single subject news or feature package broadsheet format
- 2011: Second Place for Design from North Carolina College Media Association
- 2011: Honorable Mention for Design from North Carolina College Media Association
- 2011, 2012, 2013: *Technician* Grant recipient
- 2011: Designer of the Year for *The Technician*
- 2010, 2011: Winner of Design of the Month
- 2010: Winner of the SECU People Helping People Scholarship and the Herbert K. Land Scholarship Fund

**References Available Upon Request**