



www.taylorcashdan.com
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Senior Creative Designer who brings a high proficiency in the Adobe Suite with a focus in InDesign, Illustrator, and Photoshop; intermediate knowledge of HTML, CSS, responsive design, the bootstrap framework, wire framing, and storyboarding; as well as a basic knowledge of Muse and Xd.

Specializing in typography and branding, as well as infographic design and social media marketing. Interested in projects involving hand lettering, opportunities to increase skill set in visual design, and using design principles to increase social media and marketing engagement.

WORK EXPERIENCE

SCOTTMADDEN, INC - RALEIGH, NC

Senior Creative Designer (Jan 2017 – Present)

Graphic Design Specialist (Jan 2015 – Jan 2016)

Graphic Design Intern (May 2013 – Dec 2014)

- Lead production and design of our semi-annual reports, e-books, and infographics, as well as art direction and project management for the firm's interactive content and video
- Play a key role in creation of the firm's social media strategy
- Plan and design conference booth presence including collateral design, giveaway branding, and interactive booth engagements, as well as vendor selection and relationship management
- Responsible for minor website and webform updates via a WordPress platform
- Wireframe and design web and email campaign landing pages
- Develop protocols for creative project management to increase efficiency in the stakeholder delivery process
- Create event-specific brand kits and collateral for internal events
- Provide graphic support to consultants and CEO for keynote speeches, white papers, reports, and client presentations
- Design collateral, deliverables, posters, and presentations for external clients
- Develop and maintain brands standard for the firm and its practice areas

HOME BOX OFFICE VIA GMR MARKETING - RALEIGH, NC

HBO Digital Media Agent (Feb 2013 – Nov 2014)

- Planned, organized, and executed marketing campaigns, promotion, and live events for the NC State and Triangle Area communities
- Monitored the social space to curate audience-specific social media campaigns to promote local events and nationwide releases
- Highlights included planning and executing a successful all-day, 800-attendee Game of Thrones screening complete with costume contest, photo shoot, and branded giveaways, as well as many small-group screenings with local organizations around the area to promote HBO's programming

THE TECHNICIAN – RALEIGH, NC

Managing Editor (Aug 2011 – May 2012)

Design Editor (Nov 2010 – Jun 2011)

Page Designer (Aug 2010 – Nov 2010)

- As Design Editor oversaw the design desk, and as Managing editor oversaw both the design and copy desks as well as the other section editors
- As Design Editor, led team in increasing the daily on-time production deadline percentage from 51% to 88% in five months
- As Managing Editor, maintained above the 85% on-time mark exceeding the staff goal of 60%
- Both roles were directly responsible for art direction and daily production of the 8-16 page newspaper with an average distribution of 10,000 copies
- Awarded multiple "design of the month" awards, Gold Circle awards, and NCSMA awards for page and spread design

COMMUNITY INVOLVEMENT

AIGA RALEIGH CHAPTER

Design Empowerment

Programming Chair

(2017 - Present)

- Plan, organize, and lead creative talks and workshops for the local design community
- Co-Chair of THRIVE Conf 2018 in charge of speaker and sponsor acquisition, project management, and day-of execution

FREELANCE DESIGNER

Graphic Designer/Brand Designer

(Jan 2008 - Present)

- Serve 20+ clients on 40+ individual projects and branding initiatives focusing on small businesses
- Consult for multiple large organizations on their branding initiatives and individual design or creative needs

KVETCH & COLLABORATE

Founder/Aggregator

(Oct 2016 - Dec 2017)

- Managed a productivity-centric creativity meetup for designers, marketers, and creatives of all levels and skill sets
- 2016 charity event raised a sizable donation benefiting Equality NC, Planned Parenthood, NC GreenPower, and NC NAACP
- Featured on WKNC 88.1's "The Oak City Move" radio series and "The Helm" podcast

EDUCATION

NORTH CAROLINA STATE

UNIVERSITY - RALEIGH, NC

(2010-2014)

- Graduated magna cum laude with a Bachelor's Degree of Science in Technology, Design, and Engineering Ed. with a focus in Graphic Communication