

Victoria Caswell

victoriacaz@gmail.com
victoriacaswell.com
570-335-2280

 victoriacazz  victoria caz

Summary:

Motivated graphic designer with a keen eye for branding, photography, logos, design systems and product packaging. Excel in fast-paced, deadline-driven, collaborative environments and an expert at multi-tasking.

Experience:

July 2019 till present

FREELANCE GRAPHIC DESIGNER, **VictoriaCaswell.com**

Contract design work for brands including New York Islanders, Pratt Institute, Matt Martin Foundation and Tough Mudder Bootcamp.

July 2015 - July 2019

SENIOR GRAPHIC DESIGNER, **BSE Global**

Executed brand campaigns and marketing collateral for the New York Islanders NHL franchise, with additional creative support for the Brooklyn Nets, Barclays Center and NYCB LIVE properties. Projects included promotional assets, OOH campaigns, direct mail and social media content series. Heavy collaboration with overall marketing group.

April 2014 - July 2015

GRAPHIC DESIGNER, **Crunch Fitness**

Designed and edited a variety of marketing and brand collateral, including but not limited to mailers, postcards, e-mails, web materials and in-store signage.

November 2013 - April 2014

FREELANCE GRAPHIC DESIGNER, **Kids Footlocker**

Long term contract to designed and edited visual merchandising manuals and seasonal directives

January 2013 - April 2014

FREELANCE GRAPHIC DESIGNER, **Cline Davis Mann**

Long term contract to design and edit posters, brochures, and advertisements for any of CDM's pharmaceutical clients.

May 2012- November 2013

FREELANCE INTERNATIONAL LICENSING GRAPHIC DESIGNER, **Nuatica**

Long term contract to managed, designed and edited manual and seasonal directives. Collected and designed framed artwork and posters for in-store and window displays. Designed seasonal window displays to help convey season themes.

Education:

Pratt Institute

B.F.A. in Communication Design 2012 with honors

Skills:

- Creative Suite
- InDesign
- Photoshop
- Illustrator
- After Effects
- Print Collateral
- Digital Collateral
- Web Design
- Logo Design
- Creative Thinking
- Time Management
- Leadership
- Custom Crafts & Out of the Box Ideas

