

CASEY CASTON

Graphic Design and Art Direction

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PORTFOLIO

Please visit www.caseycaston.com to view samples of my work.

WORK HISTORY

Freelance Design caseycaston.com

2011–Present

Concepting, design, HTML/CSS coding, copywriting for promotional sites and weblogs; Illustrator designs for print; logo and brand identity development; print production and design.

The Elsewhere Philatelic Society stampsfromelsewhere.com

2009–Present

Collaborator for art/game group. Tasks include web design and programming, writing, print design, audio editing, mixed-media art, performance. Events and exhibits include The Curious Scholarship of Dr. Bedcannon (January–August 2012) at the San Francisco Museum of Modern Art; Membership Drive (2009, Ongoing); Zine 99 (March 2011.)

CBS Interactive/CNET Networks cnet.com, cbsinteractive.com

Art Director 2002–2008

Senior Designer 2000–2002

Graphic Production Specialist 1998–2000

Production Assistant 1996–1998

- Design and art direction for web ads, landing pages, microsites, web pages and Flash pieces for live campaigns and RFP responses. Involved in entire process including concepting, design, illustration, copywriting, editing, HTML and Flash, production, and troubleshooting.
- Worked directly and independently with external clients such as Intel, HP, Symantec, Dell, Microsoft, Virgin Mobile, Toyota, Lenovo, Infiniti, Sony, Apple.
- Member of team to develop new ad concepts, placements, and templates across multiple CBS/CNET brands. Developed for both IAB Web standards and custom integrated opportunities. Patent co-credit for the IAB standard "Messaging Plus" unit.
- PowerPoint template and slide design; created worldwide Standards Manual for presentations.
- In-house presentations, print collateral, online brand materials and Intranet sites
- Corporate identity/logo design and corporate site work; contributor to style guide.
- Managed staff of two (designer plus freelance designers)
- Project management duties including scheduling, creative reviews, and working with UX, UI and publishing/engineering teams.
- Taught classes in web optimization and animation best practices.

TECHNICAL SKILLS

Photoshop, Illustrator, PowerPoint and other Microsoft Office products. Can work directly in HTML/CSS to modify sites and designs, and can work directly with front-end developers. Have worked in Flash, Dreamweaver, Acrobat, InDesign, CMS set-up and design including WordPress. Also have familiarity with web video, audio editing, AfterEffects, Fireworks, implementing Actionscript and Javascript, Twitter Bootstrap, and responsive web design.

