

# KENNETH T. CASEBIER

GRAPHIC DESIGNER

Ken@CasebierDesign.com

727.542.9567

www.CasebierDesign.com

## SUMMARY

Creative Studio Designer with 18 years of experience in graphic design, digital communications, and content management. Skilled in digital content creation, brand consistency, and multi-platform design. Proficient in Adobe Creative Suite and Constant Contact, focusing on continuous learning in UX/UI.

## SKILLS

- Digital Content Creation & Curation
- Social Media Management
- Graphic Design (Canva, Adobe Creative Cloud)
- Email Marketing (Constant Contact)
- Project Management
- Brand Strategy & Storytelling
- Print & Digital Output Design
- Continuous Learning in UX/UI

## EXPERIENCE

### Casebier Design, Principal Designer

2016–Present | St. Petersburg, FL

- Enhanced client visibility by 40% through comprehensive branding strategies.
- Led email marketing campaigns and developed impactful social media content.
- Directed cross-functional projects to ensure cohesive design efforts and brand consistency.
- Managed projects from concept to completion, adhering to strict timelines and budgets.
- Conducted market research and data analysis to inform design strategies.
- Implemented resource planning and project management to streamline workflows, improving efficiency.

### The Palladium at St. Petersburg College, Graphic Designer/Box Office Manager

2012–2016 | St. Petersburg, FL

- Increased event attendance by 35% through directing visual identity projects and strategic branding.
- Developed and implemented branding across all media platforms in collaboration with marketing teams.
- Managed design projects for various campaigns and initiatives, ensuring alignment with organizational goals.
- Supervised and trained box office staff, managing ticketing operations, ensuring excellent customer service.

### The Palladium at St. Petersburg College, Marketing/Graphic Designer

2006–2012 | St. Petersburg, FL

- Created marketing materials supporting campaigns and initiatives
- Contributed to the development of innovative marketing strategies through creative design
- Collaborated with cross-functional teams to develop cohesive and impactful visual communications.

## EDUCATION

Eckerd College, St. Petersburg, FL  
*Religious Studies/Creative Writing*

## CERTIFICATIONS

UX/UI Design Certification, Uxcel

## PORTFOLIO

<https://www.casebierdesign.com/portfolio.html>

*References upon request.*

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