

Cassie Shaver

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PROFESSIONAL PROFILE

A talented Art Director and Graphic Designer with 8 years of experience working on large full-scale marketing campaigns, web design, social media campaigns, and company branding strategies. A leader who understands the needs of brands from large companies to small non-profits, and enjoys challenging fellow creators to expand their thinking and create exciting design innovations.

EDUCATION

Cranbrook Academy of Art
MFA Print Media
Sept 2015-Present

Eastern Kentucky University
BFA Graphic Design
BFA Printmaking
May 2014

TECHNICAL EXPERIENCE

Adobe Creative Cloud: Illustrator, InDesign, Photoshop, Premier, After Effects, Adobe Lightroom. With a working knowledge and experience in Quark, Dreamweaver and Flash. Has worked with Product Design, Print Design, Website Design, Word Press, Web Marketing, Social Media Marketing, Photography, Copy Writing, Art Direction and Proficient in Microsoft Office.

AWARDS

2017
Artwork featured in Debt-fair/ Occupy Museums,
The Whitney Museum, New York

2014
Mixed Media Award, Art Ability Showcase
Best in Show, First Annual Juried Exhibition
First Place, Mixed (e)Motion Exhibition
Best in Show, ASA Annual Juried Exhibition
Chairs Award, ASA Annual Juried Exhibition
Best in Printmaking, ASA Annual Juried Exhibition
Best in Graphic Design, ASA Annual Juried Exhibition

2013
Antoniou Memorial Art Fund Scholarship
Ayamara Castillo Art Service Award Scholarship
Windgate Charitable Foundation Grant
Best in Graphic Design, ASA Annual Juried Exhibition
Appalachian Artists interview.

2012
Best in Printmaking, ASA Annual Juried Exhibition
Best in Sculpture, ASA Annual Juried Exhibition
Alex Williams Memorial Award, ASA Annual Juried Exhibition

2011
Best in Show, ASA Annual Juried Exhibition

experience/ Jobs · Internships

- June 2016-Present** Graphic Designer- Dunham's Sports Corporate, Troy, MI
Creates Publication Advertisement Design, and coordinates Print Layouts with buyers.
- April 2015- Present** Graphic Designer/Art Director- Imaginarium of the Bluegrass (Artist Collective)
Head of a team that worked to plan and orchestrate different community artist events that promote and facilitate networking between different artist groups. While there I also worked on to create and drive the ideas behind artist promotions, publication design, fundraising materials, website design, product production, copy writing, social media marketing & strategies, as well as creating a complete brand identity.
- May 2014-Jan 2015** Graphic Designer/Art Director- Lexington Art League, Lexington, Ky.
Worked directly with Executive Director and Director of Marketing to produce web, print, and advertisement campaigns for upcoming gallery exhibitions and art galas. As well as designing window displays, email campaigns, banners, print promotions, bus advertisement, copy-writing and television commercials.
- Aug. 2013-May 2014** Marketing/Graphic Design Internship- Lexington Art League, Lexington, Ky.
Worked with the Marketing Director to create new and exciting print design options for gallery exhibitions and artist events. Full marketing campaigns included email newsletters, merchandise design, web design & web ads, banners, magazine and newspaper ads, bus wraps and bus placards. As well as creating new branding for several of their art campaigns. Promoted from intern to become the team leader over incoming marketing interns, and take on more responsibility, and become the liaison that worked directly with outside printers.
- May 2013** Installation Internship SITE- Lexington Art League, Lexington, KY
Worked with team to bring to life the work and inspiration of our artist for large-scale Exhibition.
- Nov. 2010-May 2014** Eastern Kentucky University Studio Assistant
- Aug. 2010-May 2014** President/Graphic Designer- EKU Art Student Association, Richmond, KY
Lead and worked with other students to nurture the love of art, and bring artists and Critics to the school in order to mentor students. Also within this capacity I would lead fundraising endeavors to send students into high-art cultural centers. In my designer role for this group I would created posters and postcards for organization as well as for student showcases at the Giles Gallery.
- 2009-Present** Freelance Graphic Designer
Has worked with several large companies, non-profits, publishing companies, festivals, and educational institutions to provide design work for; publication design, website & web advertisement design, social media and email marketing campaigns, product production, branding & identity systems, copy writing, and trade show graphics.
- Apr. 2008-July 2009** Accounts Payable/Document Distribution-Outcomes Inc., Stanford, KY
- ## Workshops & Conferences
- Mar. 2016** Southern Graphics International Conference Portland, OR
Mar. 2015 Southern Graphics International Conference Knoxville, TN
Aug. 2013 Artist Enrichment & Grant Writing Workshop- Kentucky Foundation for Women, Berea, KY
June 2013 Infinite Outcomes Workshop- Arrowmont School of Crafts, Gatlinburg, TN.