

Chris Casanova

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Authorized to work in the US for any employer

Work Experience

Graphic Design Production Associate

Parker's - Savannah, GA

December 2022 to April 2023

As the Graphic Design Production Assistant I was responsible to assist the Art Director in the design, production & distribution of all brand and graphic applications. Some of my daily duties included:

- Produce various projects or “deliverables” from finalized art phase through delivery, including display advertising, point of sale materials, HR and corporate collateral
- Transform finalized art into print ready format
- Coordinate distribution of promotional printing for company stores
- Ensure quality and brand standards are upheld across all marketing materials
- Collaborate closely with marketing department to ensure integration of marketing efforts, on-brand messaging, and successful outcomes in support of the organization's strategic goals
- Operate, maintain, and troubleshoot large format printing, plotting, and cutting machinery
- Install various signage including but not limited to large format vinyl decals and coroplast signs

Graphic Designer

Till Valhalla Project - Saint Augustine, FL

August 2022 to October 2022

At this position, I was responsible for designing t-shirts, car wraps, digital advertisements, as well as other media for the company. All artwork and efforts were aimed at raising awareness about veteran suicides and honoring fallen heroes.

Senior Graphic Designer

Nine Line Apparel - Savannah, GA

October 2013 to July 2022

Through my years working for Nine Line I've filled many positions from Embroidery Operator to Art Director. I was able to experience the growth of a multi million dollar company, beginning in a garage as one of only 6 employees, expanding over the years to multiple locations with over 150 employees. I was highly involved with the development of the brand by creating logos and guidelines to improve the image of the company while maintaining its essence. I am proficient in the processes involved in customization of apparel, from concept and design to production files for screen printing, direct to garment, embroidery, and more. I also work closely with the marketing team to develop digital and printed media, including ads for social media platforms, e-mail campaigns, web banners, magazine ads, billboards, car wraps, and beyond. I participated in the development of websites, bringing coding and web design to the table.

I managed a team of designers as well, guiding and providing the tools for the completion of diverse design projects, including product development, branding, marketing, and photoshoots.

Graphic Design Intern

Lionsgate - Clever Goat - New York, NY
November 2012 to December 2012

I worked as Graphic Design Intern and helped in the creation of Clever Goats, an educational app for kids. I was responsible of the website design and partial app design. I was collaborating with the programming team and supplying them with the imagery and designs necessary for both media.

Creator/Owner

Neptunica - Savannah, GA
January 2010 to December 2010

I attempted to create a clothing company in collaboration with a partner. We developed the concept and image of the brand and a couple dozen different t-shirt designs. We did online marketing for the brand and outsourced the production of products.

Graphic Designer

Guarandinga Estudio - Caracas
February 2009 to November 2009

As a graphic designer for this company, most of the tasks consisted of creating marketing concepts for a wide variety of companies, including imagery for social media, e-mail campaigns, animated web banners, magazine ads, direct mail, and others.

Education

Bachelor of Fine Arts in Graphic Design

SCAD - Savannah, GA
January 2010 to September 2013

Técnico Superior Universitario (TSU) in Graphic Design

Instituto de deiseño de Caracas (IDC) - Caracas
April 2007 to March 2009

Bachelor's degree

Skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Graphic Design
- Logo Design
- Typography
- Screen Printing
- Illustration

- Web design
- Team management
- Product Development
- Branding
- Photography
- Layout Design
- Adobe After Effects
- Adobe Dreamweaver
- Google Analytics
- HTML5
- Adobe Acrobat
- Facebook Advertising
- Social media management
- Video editing
- Content marketing
- WordPress
- Employee evaluation
- CSS
- Spanish
- Adobe Premiere
- Color theory
- E-commerce
- Adobe Creative Suite
- MailChimp
- Responsive web design
- Email marketing
- Search Engine Optimization (SEO)
- Analytics
- Web Development
- Project management
- Front-end development
- Design thinking
- Google Ads
- Windows
- Photo manipulation
- Photo editing
- UI design
- Adobe InDesign
- Marketing
- Adobe After Effects

- Photography
- Adobe Photoshop
- Back-end development
- Bootstrap
- B2B

Languages

- Spanish - Expert
- English - Expert

Certifications and Licenses

BFA

September 2013 to Present

Assessments

Graphic design — Highly Proficient

August 2021

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Highly Proficient](#)

Advanced attention to detail — Highly Proficient

August 2021

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Highly Proficient](#)

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