

KEVIN CASAS

EXPERIENCE

Designer at Kevin Casas Design,

October 2017 - Present | Brownsville, TX

- Create presentations, printed materials, and website designs for clients
- Manage client relationships for multiple ongoing projects
- Develop deliverables that elevate and function on-brand
- Obtain approval of concepts by submitting rough drafts to client

Design Associate at Techstars Impact,

July 2019 - October 2019 | Austin, TX

- Designed wireframes, user flows, and marketing materials for startups
- Managed work for 10 startups simultaneously
- Took notes for CEOs in mentor and investor meetings
- Performed operational tasks for Program Manager

Design Assistant at Northeastern University Marcom

September 2015 - May 2019 | Boston, MA

- Designed a logo for AfterHours, a campus music venue
- Lead ground-level research on new projects
- Developed visual proofs and production files for marketing materials
- Edited images for visual designs and print publications

Interactive Design Co-op at Boston Interactive,

January 2018 - June 2018 | Boston, MA

- Designed a logo for a new branch of PerkinElmer
- Developed marketing materials for clients such as print ads, sell sheets, web banners, and animated GIFs
- Created visual concepts for client marketing campaigns
- Worked with project managers to create product roadmaps
- Presented work during client meetings with stakeholders

Designer at Scout Studio,

September 2015 - December 2017 | Boston, MA

- Collaborated with project teams to create branding, UX, UI, and web designs for student ventures
- Designed products including a photo sharing app, a shopping app, and an author's website

UX Design Co-op at Placester, Inc.,

January 2017 - June 2017 | Boston, MA

- Designed new features for website themes, dashboard, and mobile app
- Documented user research interviews to share with engineering team
- Applied qualitative and quantitative analysis techniques to continuously improve end-user experiences
- Collaborated with project managers to plan upcoming product roadmaps

EDUCATION

Northeastern University, Boston, MA

BFA: Experience Design, May 2019

Minor: Art History

- University Honors Student
- Dean's List (Spring 2015 - Fall 2019)
- National Hispanic Recognition Program Scholar

SOFTWARE

Sketch, Figma, Invision, Balsamiq, Photoshop, Illustrator, InDesign, Premiere Pro, Wordpress, HTML, CSS, Word, Excel, PowerPoint

INTERESTS

Storytelling, Writing, Graphic Novels, Animated TV, Videography, Psychology

CONTACT ME

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