

# Charlie Casciano

Graphic Designer

## experience

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### **Creative Services Intern at BrandMuscle** May - August 2021

- Assisted graphic design team with various client custom design requests for print/digital media
- Exported production-ready artwork to a variety of clients within the food and beverage industry
- Prepared artwork for template functionality and upload while following brand guidelines of multiple beverage companies such as Diageo and Beam Suntory

### **Marketing Assistant at Virginia Commonwealth University** December 2018 - May 2020

- Worked for VCU Residential Life and Housing and VCU Student Commons to create different mediums of marketing such as posters, apparel, and social media posts to promote a variety of events.
- Created a Canva user guide, which was utilized by over 200 university employees and student leaders.
- Designed apparel for Resident Assistant Training and RAMCamp for over 350 university employees, student leaders, and incoming first-year students.

### **Freelance Design**

- *Disciples on Campus RVA*- designed a new logo used for social media and apparel (Jan. 2021, Richmond, VA)
- *Colchester Farms LLC*- designed a new logo used for social media and apparel (Nov. 2020, Colchester, VA)
- *Diamond Luxe*- designed the brand's identity and created four product labels (May 2020)

## additional experience

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### **Resident Assistant at Virginia Commonwealth University** August 2018 - May 2021

Conceptualized and implemented experiences for residents that were designed to enhance the social, educational, community, and personal development of over 45 residents every semester.

## skills & expertise

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- Adobe Creative software (Illustrator, InDesign, Photoshop)
- HTML coding, GIF animations, socialmedia and digital design
- Digital type setting and printing press experience
- Microsoft Office Suite

## contact

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Portfolio: [www.charliecasciano.com](http://www.charliecasciano.com)

## Education

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**Virginia Commonwealth University**  
Degree: BFA Graphic Design