

# Charlie Casciano

## Graphic Designer

### experience

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#### Graphic Designer at Morreale Communications

September 2021 - Present

- Design graphics and page layouts, including data illustrations, for multiple printed reports
- Create and edit presentations for multiple clients, including the Chicago Department of Transportation (CDOT), Blue Cross Blue Shield, and the Illinois Tollway, while following brand guidelines and templates
- Assist project managers with various client design requests, such as large exhibit boards and social media content
- Responsible for editing and organizing a proprietary photo library of over 1000 images

#### 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

- 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 experience

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- *Markel* - designed a logo for an internal training program (May 2022, Richmond, VA)
- *Apollo Mission Critical Engineering* - designed logo as well as social media and printed materials (March 2021 - Present)
- *Disciples on Campus RVA* - designed a new logo used for social media and apparel (Jan. 2021-2022, Richmond, VA)

### skills & expertise

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- Adobe Creative software (Illustrator, InDesign, Photoshop)
- HTML coding, GIF animations, social media and digital design
- Photo editing, asset management
- Digital type setting and printing press experience
- Microsoft Office Suite

### contact

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### education

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Virginia Commonwealth University

Degree: BFA Graphic Design