

# Pam Casey

SENIOR GRAPHIC & UX/UI DESIGNER

Greetings,

I'm Pam Casey, a versatile and experienced designer, content creator, and creative problem solver with over a decade of industry experience.

I'm confident in my proven track record in conceiving captivating marketing campaign concepts while significantly contributing to a team.

**Key Competencies:**

- **Design Expertise:** Profound mastery of Adobe Creative Suite and Figma, ensuring top-notch visual creations.
- **Diverse Design Experience:** A rich history of over a decade of crafting innovative designs for a spectrum of prominent commercial brands.
- **Creative Prowess:** Exceptional skills in illustration, typography, and design composition that breathe life into concepts.
- **Leadership Acumen:** A proven ability to assume leadership roles while being both an independent worker and a collaborative team player, efficiently managing diverse tasks and meeting deadlines.
- **Marketing Campaign Innovation:** An adept creator of marketing campaign concepts that captivate and deliver results.
- **Continual Learning:** A relentless passion for staying at the forefront of industry trends, guaranteeing fresh and innovative ideas in a continuously evolving design landscape.

I invite you to explore my design portfolio at [www.pamcaseydesign.com](http://www.pamcaseydesign.com).

I eagerly look forward to discussing how my skills and experiences align with your specific needs for this role.

Warm regards,

A handwritten signature in black ink that reads "Pam Casey". The signature is written in a cursive, flowing style. The "P" is large and loops around the "am". The "C" is also large and loops around the "asey". There is a horizontal line extending to the right from the end of the signature.

# Pam Casey

SENIOR GRAPHIC & UX/UI DESIGNER

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## EMPLOYMENT

### **RPCreativ · Orlando, FL · 2021-Present**

#### *Lead Designer*

- Spearheaded the creation of compelling Email and SMS marketing campaigns for high-profile agency brands including P'nuff Crunch, Nuts 'N More, BeanVIVO, and Skallywag Tactical.
- Innovated visual concepts that consistently captured brand essence and resonated with target audiences.

### **Red Lobster · Orlando, FL · 2018-2021**

#### *Graphic Designer*

- Orchestrated the management of digital and print materials, effectively influencing the guest experience through the company's online presence and restaurant ambiance.
- Pioneered original concepts for pivotal events and holiday campaigns while providing art direction to a collaborative team of designers.
- Played a pivotal role in the company's resilience during the pandemic by strategically promoting ToGo and delivery services via email and social media, ensuring sustained revenue streams.

### **Universal Orlando Resort · Orlando, FL · 2016-2017**

#### *Digital Designer*

- Collaborated seamlessly with the creative team to support the successful launch of Universal Orlando's new website during peak periods.

### **Red Rocket Studios · Orlando, FL · 2015-2016**

#### *Graphic Designer*

- Crafted captivating print and digital designs, contributing to art direction and conceptualization for a diverse clientele including Siemens, Pirate's Cove, and WastePro.

### **Timberlane, Inc. · Montgomeryville, PA · 2007-2009**

#### *Graphic/Web Designer*

- Designed captivating direct mail pieces, meticulously crafted catalogs, and dynamic trade show graphics to enhance brand presence and drive sales.
- Maintained and improved the company's website, ensuring a seamless online experience for customers.

## EDUCATION

### **BFA, Graphic & Interactive Design**

Tyler School of Art, Temple University  
Philadelphia, PA • 2010-2014

## SKILLS

Figma, Sketch & Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere

Typography

Shopify

WordPress

Klaviyo

Campaign Strategy

Spark AR Studio

HTML & CSS

Microsoft Office

Illustration

Copy Writing

Creativity

Problem Solving

Leadership

Collaboration

Adaptability

Time Management

Attention to Detail

## AWARDS & RECOGNITION

### **AIGA Orlando · 2020**

Chosen by the president of AIGA to create postcards, artwork, animated graphics, and signage for Fusion Festival 2020

### **Mardi Gras Exhibition · Orlando Museum of Art · 2019**

1st Place Award Winner chosen by art museum board

### **Annual Student Awards · Applied Arts Magazine · 2013**

Best Student Packaging Series

### **Annual Restaurant Identity Exhibition · Tyler School of Art · 2012**

1st Place Award Winner judged by Debbie Millman

## CASE STUDIES

### Red Lobster | Trick or Feast Campaign

**Objective:** With traditional Halloween activities disrupted in 2020 due to COVID, our aim was to create a virtual celebration that engaged our audience. The Trick or Feast campaign was conceived to foster interaction through social and email strategies. It served as a unique opportunity to gather user data across platforms while offering an enjoyable and interactive experience for our guests.

As the designer, I transformed the initial concept into a fully realized project from inception to execution.

**Outcome:** The Halloween Free Delivery promotion outperformed the previous year, showcasing a remarkable 10.1% increase in sales.



## CASE STUDIES

### Red Lobster | Packaging Design

**Objective:** During my tenure at Red Lobster, I had the unique opportunity to conceive and design numerous customer-facing signage pieces. Among my favorite projects were the designs for their iconic Cheddar Bay Biscuits packaging.

**Outcome:** The holiday campaign proved to be a resounding success, generating significant excitement as customers eagerly anticipated receiving their own gift boxes. Notably, our packaging design caught the attention of People magazine, earning recognition for its impact and creativity during that year.



EXPLORE **People**

PEOPLE.COM > FOOD

## Red Lobster to Sell Holiday Gift Boxes Filled with Cheddar Bay Biscuits

The gift boxes can be delivered to the recipient's door or picked up in a restaurant

By **Georgie Slater** | November 10, 2020 04:42 PM



CREDIT: RED LOBSTER SEAFOOD CO.

Red Lobster has your next cheesy Christmas gift covered.

The fast-casual company is making the holidays a little bit easier – and tastier – by offering their classic Cheddar Bay Biscuits in festive gift boxes beginning next week.

Customers can visit the Red Lobster website starting Nov. 16 to order a half-dozen Cheddar Bay Biscuits to Go in a limited-edition, festive gift box. The gift boxes will be available through the holiday season while supplies last.

For \$1 extra, the restaurant will place six savory biscuits in a red box decorated with a white gift bow and holiday decorations.

**RELATED:** [Red Lobster Is Now Selling Gluten-Free Cheddar Bay Biscuit Mix](#)





nuts'n more

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check out the flavors people are nuts about



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chocolate chip cookie dough

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02  
birthday cake

SHOP NOW



03  
white chocolate pretzel

SHOP NOW



04  
salted caramel

SHOP NOW



05  
toffee crunch

SHOP NOW

Psst...did you know you could save 20% on all your favorites?

Join the Nut Club and get 20% off every order! Choose your delivery dates and swap flavors whenever you want.

SAVE 20%



nuts'n more

see why they love us!

Hannah W.  
Sooo good! This stuff is addictive! Made by peanut butter lovers for peanut butter lovers.

Cecilia W.  
I've been buying Nuts 'n More for years! Have even gotten most of my friends and family eating it! Hazelnut is his favorite! Amazing spreads!

Kristin T.  
I seriously have purchased just under 20 jars in a month and a half at the LEAST. 14 servings per jar last me about 4 and I'm absolutely NOT COMPLAINING! I'm 100% addicted and now so are all of my fit clients, members and friends! Not to mention my power-lifting husband!



psst... check out this offer for 30% off!

With the Nut Club, you'll always save 20% on your favorite spreads. PLUS, you'll get an ADDITIONAL 10% if you order today. Choose your delivery dates and swap flavors whenever you want.

Use code: **NUTCLUB30**  
For 30% off your first club purchase!

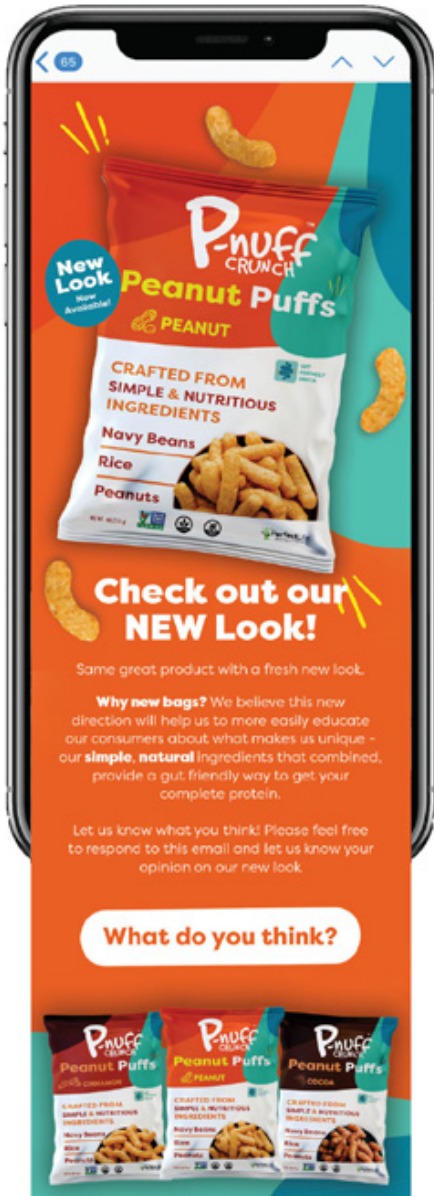
GET DISCOUNT

## CASE STUDIES

### Nuts 'N More | E-mail Marketing

**Objective:** In my role, I take pride in crafting and executing email content strategies for the esteemed brand, Nuts 'N More. This comprehensive process involves a meticulous approach to concept, planning, and design, all with the goal of engaging our audience and driving results.

**Outcome:** Thanks to our well-considered email content strategy, we have consistently achieved impressive open rates, typically ranging between 40% to 60%, depending on the specific email campaign. This high level of engagement is a testament to the effectiveness of our approach, connecting with our audience in a meaningful way.



## CASE STUDIES

### P-nuff Crunch | Brand Relaunch

**Objective:** P-nuff Crunch, a brand that initially gained recognition through Shark Tank, I was entrusted with the task of giving their image a fresh appeal. Their existing design had a child-centric look, which no longer aligned with their target demographic.

My role involved infusing a new brand identity that resonated with a more mature audience while retaining a light-hearted and health-conscious vibe. I contributed to the project by creating compelling packaging, email campaigns, and a brand guidelines book, with ongoing efforts to revamp their website.

**Outcome:** Since the relaunch, we are already witnessing an exciting surge in sales.

The redesigned P-nuff Crunch packaging received noteworthy recognition, earning a feature on the Today Show, marking a significant achievement in our rebranding efforts.



WATCH CLIP

## CASE STUDIES

### What Ales Ya Concept Bar | Identity Design

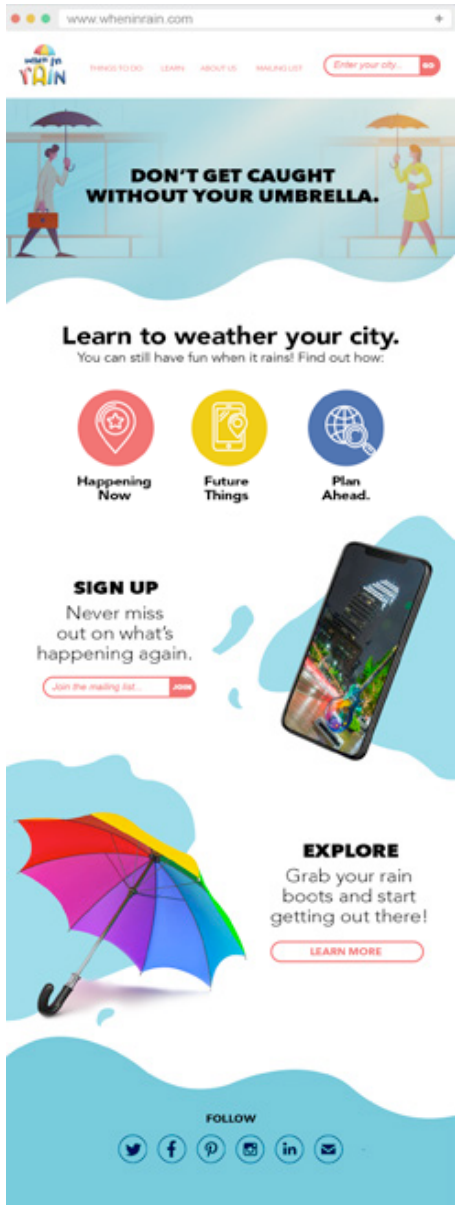
**Project Overview:** For the creation of a distinctive identity for a medical bar, I drew inspiration from the legendary snake oil salesmen of the Old West.

This comprehensive project encompassed the development of a captivating logo, a complete menu, and a range of collateral items, including a custom-designed carry-out bag. The menu items themselves were meticulously crafted using antique bottles discovered through extensive research. Each item received a unique label, adding an authentic touch to the experience.

**Outcome:** This project received well-deserved acclaim, as it was featured in a juried exhibition judged by design luminary Debbie Millman. Her discerning eye placed this endeavor at the pinnacle, awarding it the prestigious title of “Best in Show.” This accolade underscores the creativity and innovation that went into this homage to a bygone era.







## CASE STUDIES

### When in Rain Concept App | UX/UI Design

**Project Overview:** This project was an exciting extracurricular endeavor sponsored by AIGA. It challenged a small “marketing team,” consisting of one designer and one copywriter, to create a concept, brand it, and develop a complete campaign, all within a tight 24-hour timeframe. The primary objective was to showcase our ability to conceive an idea and bring it to life swiftly. Our collaborative effort resulted in the creation of an innovative app designed to curate a comprehensive list of enjoyable local events, even in inclement weather. This encompassed both desktop and mobile versions of the website, along with a meticulously conceived app interface and print ad to ensure a seamlessly integrated campaign.

**Outcome:** While this endeavor was an engaging exercise, I was delighted to be part of it, forging connections with numerous professionals in my field. It served as a valuable lesson, illustrating that a small, dedicated team can generate exceptional ideas rapidly when working collectively toward a shared objective.

