

Cassidy N. Gibson

Graphic Designer based in Charlotte, NC.

Contact Me

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cassidygibsondesigns.com

Experience

Design Lead & Web Team Manager

Lazarus Design Team, Charlotte, NC

July 2022 - Present

- Promoted from Graphic Designer to Design Lead in April 2023
- Execute design process for custom website development including wireframes, imagery, and supporting graphics
- Led the charge for the creation and implementation of new custom website development SOPs with efficiency, users and SEO best practices front of mind
- Design custom websites and collaborate with developers during the development and deployment
- Design a wide variety of marketing materials as well as graphic identity and brand creation
- Manage a team of project managers, developers, creatives, and copywriters, totaling 7 direct reports
- Mentoring a Junior Graphic Designer
- Manage a portfolio of client relationships including new business development
- Project management of website builds, app development, brand creation, and design centered projects
- QA all creative work, websites, and marketing materials
- Liaison between web and marketing teams

Junior Graphic Designer

Little Red Bird, Charlotte, NC

June 2020 - July 2022

- Executed upon multiple accounts and projects at one time
- Autonomously designed for print, digital, and social media
- Created environmental designs and installations
- Designed logos for a wide variety of companies and events
- Organized and art directed photo and video shoots
- Designed and developed WordPress websites
- Partnered and collaborated closely with clients as well as a team of creatives and strategists
- Assisted with copy writing and strategy creation

Skills

Figma
Adobe Suites
WordPress
Design Principles
Typography
UI/UX Design
Branding
Collaboration
Basic HTML & CSS

Education

Appalachian State University
BFA Graphic Design
Minor: Marketing

Google UX Design Certificate

Additional Experience

Publicity Program Assistant

Appalachian State University
May 2018 - May 2020

- Designed a wide variety of assets
- Worked closely with professional & student staff across departments

The Peel: Head Print Editor

Literature & Arts Review
June 2019 - May 2020

- Designed the award-winning XII Publication of The Peel
- Collaborated with and directed a team of designers