




Cason Smith
Graphic Designer

 [linkedin.com/in/casonsmith](https://www.linkedin.com/in/casonsmith)

 casonsmith@gmail.com

 [casonsmithdesign.com](https://www.casonsmithdesign.com)

 (404) 387-5717

EXPERIENCE

EIS Atlanta, GA | 2024-Present

Sr. Graphic Designer

- Creates the designs, layout, production and organization of emails, website collateral, social media content, brochures, flyers, magazine ads, tradeshow materials, and various other projects.
- Develops design mockups and wireframes for website design enhancements.
- Organizes the timeline for development and execution of projects.
- Supports external facing brand deliverables by creating, updating, and distributing materials.
- Partners with marketing and product management teams to ensure that all work is consistently executed across all communication and sales channels.

Noy Media Group Atlanta, GA | 2022-2024

Graphic Designer

- Develop and design layouts for social media posts, ads, billboards, e-newsletter graphics, web content/design, flyers/brochures, brand logos, annual reports, email marketing templates etc.
- Conceptualize, design, and implement creative graphics and content, both print and digital.
- Coordinate with the marketing and UX departments to confirm marketing objectives, creative direction, and brand consistency.
- Manage design revisions and approval of artwork and information accuracy.

EDUCATION

Kennesaw State University

Kennesaw, GA

BFA – Graphic Communications

Georgia Highlands College

Cartersville, GA

Dual Enrollment Student

SKILLS

- Publication Design
- Branding
- Social Media Marketing
- Packaging Design
- Digital Illustration
- Advertising
- Email Marketing
- Motion Graphics
- Adobe Creative Suite
- Microsoft Office
- Customer Service