

# Cason Smith

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## Experience

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### Senior Graphic Designer | EIS

April 2024 – May 2025

- Managed and designed marketing materials, including emails, web graphics, social media content, brochures, flyers, ads, and trade show assets to support campaigns and promotions.
- Created wireframes and mockups to support website updates and visual enhancements.
- Managed project timelines and ensured consistent brand execution across all deliverables.
- Assisted with website updates using CMS tools.

### Graphic Designer | Noy Media Group

Nov. 2022 – April 2024

- Led the design and development of brand assets, including logos, typography, and visual systems for new brand initiatives and company rebrands.
- Created cohesive visual content across digital and print platforms—social media, web, email templates, digital ads, billboards, brochures, and reports.
- Partnered with marketing and UX teams to ensure brand alignment and strategic consistency.
- Designed branded templates for email campaigns and presentations.

### Freelance Graphic Designer | Cason Smith Design

2019 – Present

- Collaborate with clients to ensure creative solutions meet business objectives, delivering on-time and on-brand visual assets.
- Lead rebranding projects, creating logos, visual identities, and brand guidelines to align with business strategies.
- Design print and digital assets to support marketing campaigns and brand initiatives.

## Education

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### Kennesaw State University

BFA – Graphic Communications

## Skills & Abilities

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- Print and Digital Design
- Branding
- Social Media Marketing
- Email Marketing
- Adobe Creative Cloud