

Cason Smith

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Experience

Senior Graphic (Brand) Designer | Rankings.io

June 2025 – Present

- Design and develop visual assets for sales, marketing, and digital campaigns.
- Create high-fidelity website mockups in Figma to guide development teams, establishing layout, user flow, and responsive design standards.
- Produce marketing collateral (print and digital) including sales one-pagers and pitch decks to support campaigns across multiple channels.
- Partner with cross-functional teams (marketing, development, account managers) to translate strategic objectives into clear, impactful visual solutions.

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

Education

Kennesaw State University

BFA – Graphic Communications

Skills & Abilities

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