





Cason Smith
Graphic Designer

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

 casonsmith@gmail.com

 casonsmithdesign.com

 (404) 387-5717

EXPERIENCE

Noy Media Group Atlanta, GA | 2022-Present

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.
- Provided mentorship and training to junior designers, offering guidance, feedback, and sharing industry insights to support their growth.

Freelance Graphic Designer | 2019-Present

- Develop tailored graphic solutions for clients, meeting specific objectives and target audiences.
- Create cohesive brand identities and marketing materials, ensuring consistency and memorability.
- Manage full design process from concept to delivery, ensuring timeliness and adherence to budget.
- Utilize industry-standard software to bring concepts to life efficiently and effectively.

EDUCATION

Kennesaw State University

Kennesaw, GA

BFA – Graphic Communications

Georgia Highlands College

Cartersville, GA

Dual Enrollment Student

SKILLS

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