


CASEY MCGINTY

GRAPHIC DESIGNER


4+ years of creative-focused, design experience has expanded my skills in:


- Graphic Design
- Website Design
- Content Creation
- Social Media Strategy

CONTACT

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 Atlanta, GA

EDUCATION

**UNIVERSITY OF GEORGIA,
2016 - 2019**

**Grady College of Journalism
and Mass Communication**

Bachelor of Arts, Advertising

**Franklin College of Arts and
Sciences**

Minor: Studio Art

EXPERIENCE

GRAPHIC DESIGNER

Petit Vour | Austin, TX | Aug. 2019 - Present

- Led and executed all creative social media, web, print, and video design while maintaining Petit Vour's brand identity.
- Creative director for product photography shoots, and responsible for photo editing process for all web and social media graphics.
- Designed biweekly email newsletters via Photoshop to send to subscriber lists while adhering to strict deadlines.
- Responsible for creating all Instagram Story graphics and posts according to editorial calendar deadlines.

DIGITAL CAMPAIGN & CONTENT MARKETER

Abound | Austin, TX | May 2019 - July 2019

- Created and executed integrated marketing campaigns for implementation on Abound's social media and website.
- Wrote copy and posted content across social media channels and monitored analytics.
- Designed social media, web, and video graphics to emphasize content while adhering to strict deadlines.
- Improved Abound's website search visibility with SEO on WordPress by focusing on relevant keywords and information.

ART DIRECTOR

Talking Dog Agency | Athens, GA | Sept. 2018 - May 2019

- Won first place in the SEC Marketing Competition for a creative advertising campaign for my client, Drake's Cakes.
- Led and executed creative design in advertising campaigns for Alabama Power Company and Drake's Cakes, adhering to the visual brand identity for each client.
- Created all social media, web, and print design concepts for Drake's Cakes campaign called "Take a Drake."
- Communicated with clients to ensure cohesive campaign direction on media channels.

GEORGIA FOOTBALL GRAPHIC DESIGN INTERN

UGA Athletic Association | Athens, GA | Aug. 2018 - May 2019

- Designed social media graphics via Photoshop for Georgia Football's 2019 and 2020 recruiting classes while consulting with coaches and the recruiting department.
- Designed social media graphics personalized for individual recruits, maintaining Georgia Football's brand identity.
- Assisted with creative direction of photography, videography, and photo-editing processes during official recruiting visits.
- Created print designs including letterheads, workout guides, and other print collateral materials needed for recruiting.

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GRAPHIC DESIGNER

SOFTWARE

- Adobe Creative Suite:
 - After Effects
 - Illustrator
 - InDesign
 - Lightroom
 - Photoshop
- Microsoft Office Suite
- Wacom Drawing Tablet
- WordPress

SKILLS

- Art Direction
- Copywriting
- Color Theory
- Communication
- Data Analysis
- Digital Illustration
- Digital Marketing
- Graphic Design
- SEM/SEO
- Social Media Design
- Photography
- Print Design
- Project Management
- Typography
- Web Design

PUBLIC RELATIONS ASSISTANT & GRAPHIC DESIGNER

UGA Office of the Vice President for Instruction |
Athens, GA | Jul 2018 - May 2019

- Consulted with sub-units of the department in designing promotional material including flyers, posters, emails, infographics, and other marketing materials.
- Created and posted social media content to various office accounts according to the social media calendar.
- Designed layouts and revised copy for faculty and student email newsletters via MailChimp to send campus-wide.
- Conducted interviews during campus events in order to write news articles for the Office of Instruction website.

MARKETING DESIGNER

Cheeky Peach Boutique | Athens, GA | May 2018 -
Aug. 2018

- Designed layout and wrote copy for bi-weekly email newsletters via MailChimp.
- Consulted with the Creative Team in designing branded promotional material for the store including posters, social media graphics, and other web and print materials.
- Created graphics, layouts and wrote copy for Cheeky Peach's website redesign on Shopify according to the store's new brand identity.
- Led creative direction for the Fall 2018 editorial lookbook photoshoot, and designed the layout published on Shopify.

GRAPHIC DESIGN MANAGER & TEAM LEADER

Athens Passport Magazine | Athens, GA | Jan. 2018 -
July 2018

- Interviewed and evaluated potential interns for the Graphic Design internship position, and scheduled interns on a weekly basis.
- Trained incoming interns on Adobe Software, client communication, and editorial calendar deadlines.
- Checked interns' work to ensure advertisement designs aligned with the client's brand identity.

GRAPHIC DESIGN INTERN

Athens Passport Magazine | Athens, GA | Aug. 2017 -
July 2018

- Created and designed magazine advertisements according to client's request, and obtain their approval via signed proofs.
- Completed invoices and communicated with clients daily via email and phone.
- Drafted magazine layouts and printed magazine copies for publication circulation.