

To Whom It May Concern,

Thank you for your interest in contacting me about future work! Had you received correspondence directly from me, then I am most likely interested in speaking with a representative from your company to discuss the possibility of joining up with your team. Knowing me, I've already researched your company and believe that my skills in print and web design, art direction, production, and creative concepting would be of interest to you, and that the abilities I possess might fit well with the needs of your company. Had you come across my work by chance or by search, I hope my portfolio of sites and this résumé serve you well in your decision to contact me for your next project or campaign.

Some background:

After completing my degree in Graphic Design and Typography at the Mason Gross School of the Arts within Rutgers University, I have successfully worked in a variety of freelance design and art directorial situations in major cities along both coasts. Upon moving westward from my college town of New Brunswick, NJ in 2001, I have been steadily working as a Freelance Graphic Artist and Web Designer with a variety of agencies including incompra design, Stratus Communications, The Rickard Group and Blue Ruby having worked with them on projects for such clients as The Delaware Children's Museum, The Melmark School, Bryn Mawr Rehab, The University of the Arts, Kimberly-Clark, The Girl Scouts of America, and Verizon. Prior to my time in Philadelphia, I worked as a full-time Graphic Designer at Parlour Design in SOHO, NYC. During my last three years at Rutgers I was quite successful at balancing a full-time class load and three part-time design jobs, two of which being managerial positions within Rutgers. Before that I worked at a small identity design shop that specialized in "\$99 logos"... tacky sounding, I know, but what a great experience!

Having worked with a variety of clients and in a wide assortment of situations since my sophomore year in college, I have always prided myself on sustaining a successful career as a Freelance Graphic Artist. My latest years have expanded the body of my skills into the realm of website development and online marketing, bringing the wealth of my educational experience in layout, design, advertising, and creativity into a high-end working portfolio of web and printed projects. I have an ever-growing collection of diverse and interesting clients and have excelled at becoming not only a highly creative means to an very successful end for them, but a source of helpful ideas and information, and furthermore a friend and colleague. Working in this direction, I have been able to successfully achieve many goals for my clients, my businesses, and myself with creativity, professionalism, and ingenuity.

A glance at my portfolio will plainly illustrate that I have worked hard to fully employ a growing variety of techniques, styles, online languages and media in all of my work. I appreciate the opportunity to meet with you and to discuss my portfolio, working approach, and the possibility of joining your team. If you would like to see some of my most recent work, please feel free to visit my sites at [www.anoki.net](http://www.anoki.net), [www.nogooddesigns.com](http://www.nogooddesigns.com), and [www.frankenknuckle.com](http://www.frankenknuckle.com).

Thank you for your consideration, I look forward to hearing from you.

Regards,



Anoki Casey



# anoki casey

321 10th Avenue, San Diego, CA 92101

267.294.4134 ◦ anoki@anoki.net ◦ www.anoki.net

## education

Mason Gross School of the Arts, Rutgers University, New Brunswick, NJ

BFA, Graphic Design and Typography

## work experience

february 2002 - present

Co-founder, Freelance Art Director, Web Developer and Graphic Artist

incompra design, begun in 2004, is a working-collective of highly-skilled, creative colleagues conceived by Sara Hodgson and myself. Seeking to blend the best of each contributing member, this amorphic, freelancer-driven business-type centers around a client base of community-centered, non-profit, health-related, and start-up organizations. incompra design serves these groups on their particular awareness, capital campaign and funding/marketing initiatives through identity development, strategic marketing, print and web design.

Working as a team-member with the creative minds at such agencies and design firms as incompra design, No Good Designs, Stratus Communications, and The Rickard Group I have developed full-scale marketing and promotional campaigns incorporating print, web, multimedia, TV, and radio. My efforts have successfully benefited the business goals of such Fortune 500 clients as Verizon and Kimberly-Clark, non-profit organizations such as Melmark, Bryn Mawr Rehab, and the Public Interest Registry, as well as educational institutions and non-profit organizations as the Delaware Children's Museum, The Girl Scouts of America, The University of the Arts, and Drexel University.

Role as Art Director, Web and Graphic Designer entails:

- Creative conceiving, development, and production of complete marketing and promotional campaigns entailing print advertisements, full-scale donation packets, direct mail and email, illustration, logo development, company portfolios, commercial productions (television, online Flash, and radio), and internet identity (complete website, search engine optimization and banner ad development).
- Production, from conception to completion, of many on-hand publicity elements utilized by clients for product launches, presentations, and trade shows such as invites, booth displays, back drops, sales kits, hand-outs, and multimedia and PowerPoint presentations.

january 1999 -  
november 2001

Design Associate

Parlour Design L.L.C.

648 Broadway, New York, NY 10013

Hired directly as an Associate to the Art Directors I assisted with multiple projects, from print to multimedia, for a wide range of clients including: The American Museum of Natural History, Channel 13, The Digital Club Network Online Music Festival, Gay Men's Health Crisis, The National Abortion Rights League and The National Foundation for Jewish Culture.

Responsibilities involved:

- Initial project set-up, information and imagery organization, and layout construction of projects based on the Art Directors' specifications, including various layouts for print media, advertisement creation, and Web development.
- Ongoing project management, scheduling, and coordination of all pre-production, output and delivery as well as assistance with photo shoots, image research and image prep.

may 1999 - august 2001

Publications Manager

Publications Department  
Office of Student Involvement (OSI)  
613 George Street, New Brunswick, NJ 08901

Successfully fulfilled the role as the department Publications Manager and Art Director, creating University-based publications promoting student organizational projects at Rutgers University.

Responsibilities as Publications Manager entailed:

- Providing art direction, creative development, annual update and production management of over 250 department publications per academic year.
- Hiring and supervising a staff of up to four junior designers per semester.

may 1998 - august 2001

Design Manager

Department of Health Education  
Hurtado Health Center  
11 Bishop Place, New Brunswick, NJ 08901

Promoted to the Head Designer and Production Coordinator for all the health education publications of the Rutgers University Health Services Department.

Responsibilities included:

- Designing and managing production of all the Department of Health Education's brochures, pamphlets, advertisements and flyers.
- Project manager for the annual workload, including general project development, creation of print and production schedules, and supervising up to three student interns per academic year.

september 1996 - may 1998

Freelance Designer

During these years I worked independently for a variety of clients such as Laserwave Communications, The Rutgers Targum, and ReCreations Salon.

technical skills

- I have an ever growing proficiency and command of such internet-based technologies as:

Standards-based XHTML	PHP	Content Management Systems
Cascading Style Sheets	AJAX	E-commerce solutions
JavaScript	Actionscript	Search Engine Optimization

- Excellent understanding of the Macintosh and Personal Computing (PC) systems, from hardware to software, as well as the technical attributes of a variety of printers, scanners, digital cameras, mobile technologies and other peripherals.
- Highly skilled in digital typography and layout; photo correction and editing; on-site photo shoots; electronic illustration, image creation, and logo development as well as all aspects of pre-press and high-volume output, both traditional offset and digital.
- Proficient in the use of:

Adobe Photoshop	Adobe Acrobat	Microsoft PowerPoint
Adobe Illustrator	Adobe Flash	Microsoft Word
Adobe InDesign	Adobe ImageReady	Microsoft Excel
Quark Xpress	skEdit	



anoki casey

321 South 10th Street, San Diego CA 92101

267.294.4134 ◦ anoki@anoki.net ◦ www.anoki.net

salary

Salary requirements are open.

Past salary arrangements fell between \$45 to \$85 per hour, depending on project and position.

references

Incompra Design

25 Shelbourne Road  
Havertown, PA 19083  
610.724.9889

Contact: Sara Hodgson

Parlour Design

648 Broadway, Suite 403  
New York, NY 10013

Contact: Sheena Calvert  
(best reached at sheena.calvert@btopenworld.com)

Dr. Ted Eisenberg, DO, FACOS

316 Maplewood Road  
Merion Station PA 19066-1031  
610-664-8245

Contact: Dr. Ted Eisenberg

The Rickard Group

5 Snowden Road  
Bala Cynwyd PA 19004  
609-466-4343

Contact: Wendy Rickard