

# CASEY J. MAJOR II

GRAPHIC DESIGNER.  
ILLUSTRATOR.  
RAVENCLAW.



765.404.1413



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SomethingMajorArt.com



## PROFESSIONAL SUMMARY & OBJECTIVE

I'm a passionate graphic designer and illustrator with more than five years of professional design experience and nearly 10 years in workplace leadership roles. I'm looking to join a collaborative, forward-thinking workplace where I can leverage my creativity and experiment with new ideas to help an organization grow and thrive.



## WORK EXPERIENCE

### Editorial Designer, Observer Media Group

March 2016–present

**Key Accomplishments:** I improved the editorial department's workflow processes by creating and implementing encoded scripts that auto-formatted and styled sections of our publication to save design time during production. In one instance, this turned a 40-hour project into one that took only two hours. In other instances, I helped reduce work effort by up to 75%. I also implemented organizational systems that helped streamline production efforts for year-round projects.

#### Head Design Work for Multiple Publications

- Acted as head designer for *Plant City Observer*, *Business Observer*, *Arts + Entertainment*, *Black Tie*, *Health Matters*, and various other weekly publications, the duties for which include cover design, feature layouts, in-house ad design, creation of graphics, hand illustrations, collaboration with journalists on multimedia projects, following strict deadlines, and working within the company's branding system to further enhance the reader experience
- Redesigned publications, including *Health Matters* and *Florida Strawberry Festival Guide*
- Hand illustrated the 16-week summer mystery serial *Trouble in Paradise* and the cover for *Florida Strawberry Festival Guide*
- Created numerous weekly infographics

#### Editorial Support

- Pitched stories, wrote headlines, and assisted editor in proofing and correcting pages
- Photographed events and edited photos, including photo touch-up, formatting, and processing
- Collaborated frequently with various positions throughout the department, including journalists, managing editors, publishers, ad representatives, and more
- Attended editorial meetings to help budget space for upcoming issues and then mapped out the issue plan for others in the department to follow

#### Department Leadership

- Trained new designers on department processes, CMS usage, and design standards
- Created preformatted layouts and assets to decrease production time and maintain brand

### Lead Sports Designer, South Bend Tribune

April 2014–March 2016

**Key Accomplishments:** I helped the department transition to industry-standard design software and equipment, including training editorial and design staff. In this role, I also won seven awards for cover, section, and overall publication design.

#### Lead Design Work for Sports Publications

- Performed lead design work for the paper's sports section, *In the Bend*, *Notre Dame Insider*, *ND Insider Magazine*, and other standard daily pages, which included cover design, feature layouts, in-house ad design, creation of graphics, collaboration with journalists, following strict deadlines, and working within the company's brand
- Redesigned section logos
- Hand-drew calligraphy for the official South Bend 150 guide
- Created infographics and numerous locator maps
- Designed mobile app icon for *ND Insider*

#### Editorial Support

- Assisted editor with page corrections
- Prepared publication for printing by spot color checking and proofing first run for color alignment
- Created a video intro and logo for Press Play

#### Department Leadership

- Prescreened design job applications and actively participated in the interview process
- Trained new designers on department processes, CMS usage, and design standards, among other things
- Transitioned design libraries from old to new software



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## Lead Bookseller, Barnes and Noble Booksellers

March 2009–November 2014

**Key Accomplishments:** I aided in the cross-town relocation of the store, including closing down the former location and rebuilding it in its new space. I also ran one of the approximately 10 test locations in the company for the new Educational Toys and Games department.

### Department Management

- Managed and purchased product and supplies for both the Bargain and the Educational Toys and Games departments
- Handled monetary transactions, counted down money at closing, and took returns
- Made book recommendations based on customer interests and helped customers locate materials throughout the store

### Community Relationship Outreach

- Hosted store events, such as school tours, book clubs, storytimes, game nights, and book release parties
- Assisted with local educator outreach programs and recommended reading materials for local classrooms

### Store Leadership

- Trained new employees on how to search databases and on store procedures
- Provided technical support for company devices, such as Nook
- Provided cross-department assistance

## Graphic Design Intern, Indiana University South Bend

August 2013–December 2013

**Key Accomplishment:** I designed a large kiosk banner for Indiana University South Bend that hung prominently in a local shopping center for two years.

### Graphic Design Creative

- Worked with clients to design brochures, posters, emails, advertisements, and other forms of print materials
- Brainstormed creative solutions with clients
- Ensured IU brand consistency in all designed materials
- Ordered prints from copy centers



## EDUCATION

### Indiana University South Bend

BFA in new media with a concentration in graphic design, 2014



## INDUSTRY KNOWLEDGE

### Tools and Technology

Windows, Mac, Adobe Creative Suite, Microsoft Office Products, HTML 5, CSS 3, Joomla, Blender

### Working Knowledge

Social Media Design, Twitch Design, Typography, Illustration, Page Layout, 3D Printing, Photography, Calligraphy, Branding, Logo Design, Web Design, Graphics



## AWARDS

### Florida Press Association

2nd place in Special Section (2016),  
Informational Graphics (2016)

3rd place in Overall Design (2016), Front Page  
Design (2016), Informational Graphic (2016),  
Special Section (2016)

Nominated for upcoming awards in Front  
Page Design and two awards in Informational  
Graphic (2017)

### Indiana Press Association

1st place in Best Cover Designs (2015)

### Hoosier State Press Association

1st place in Best Feature Section (2015), Best  
Use of Graphics (2016), Best Newspaper Design  
(2016)

3rd place in Best Sports Section (2015) and in  
Best Daily Designer (2015)

### Schurz Communications Award

2nd place in Best Daily Designer (2015)

