

Nick Casale

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Cell: 818.326.6875

Professional Profile

Experienced, versatile graphic designer and manager with many years of professional and freelance hands-on experience. Takes pride in consistent, timely, and professional work. Self-motivated, efficient, and fueled by deadlines.

Qualifications

- Wide range of experience including web design, teaching, gallery & print work, photography, multimedia, and video
- Fluent with current software
- Skilled on both Mac and PC
- Current with latest digital trends and media
- Strong teamwork and leadership skills
- Uncompromising standards and never a missed deadline
- Strong ability to create original content from concept to completion, as well as work with existing media
- Skilled in analog and digital studio work

Relevant Skills

Computer Proficiency

- Adept in a wide variety of software including Adobe Creative Suite 2 and 3, Dreamweaver, Flash, Final Cut, iMovie, ProTools, Logic, Acrobat, Microsoft Office, After Effects, Garageband, Imageready, and more, strong typing and organizational skills

Instruction

- As an instructor at Musicians Institute, my class entitled "Promotional Media" teaches the importance of staying current with web and social trends, basic web design, Photoshop, The class also includes the creation of original multimedia and photographic elements

Design

- Throughout professional and freelance career I have been responsible for projects such as logo and image creation, web site creation and maintenance, promotional materials, restaurant menus, movie and photographic projects

Leadership, Sales, and Supervision

- Successfully led a crew of 30 salespeople. Responsible for training, development, and maintenance of standards in an incredibly fast-paced environment. Professional demeanor required at every step.

Project Development & Teamwork

- Collaborated on a yearlong team-based Web Project updating and improving the web portal for Oswego State University's graduate program. My responsibilities including creating overall theme, graphical elements, and uploading and maintaining completed site

Experience

Instructor, 04/2011 – Current - *Musicians Institute of Hollywood* – Hollywood, CA

Instructor of Promotional Media course as part of the Vocal program. Topics include basic web design and site creation construction to live status, promotional video creation and editing, photography & Photoshop.

Freelance Designer, 02/2008 - Current

Multiple projects ranging from promotional artwork for musical acts, photography, website design and and maintenance, logo and identity creation

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Sales & Training Manager, 02/2008 – Current - *Guitar Center*, Sherman Oaks, CA

Directly responsible for the performance and training of 30 salespeople. Received professional training in numerous areas such as Time Management, Leadership Development, Human Resources, and more. Directly contributed to boosting high-end sales by 200%. Received 2 awards for performance throughout career.

Graphic Designer, 01/2007 - 12/2007 - *Oswego State University* – Oswego, NY

Worked as part of a team to bring the school's graduate site into the modern age. Directly interfaced with professional clients throughout entire job. Site was used from 2008-2010.

Writer / Reviewer / Assistant Editor, 05/2006 – 11/2006 - *React Magazine* – Syracuse, NY

Wore numerous hats for a strong, but short-lived publication distributed throughout Central New York, these tasks included, writing, layouts, securing advertising, reviewing music (both live and recorded), videogames, and local events, as well as editing.

Education

2007 Oswego State University of New York – Oswego, NY

Bachelors Graphic Design and Marketing

Member of Dean's List
Graduated magna cum laude
Received the 2007 Multimedia award
Teacher's Assistant for Web Design classes

2005 Onondaga Community College – Syracuse, NY

Associate's Criminal Justice

Active volunteer with Liverpool, NY police department throughout study
Graduated with Honors

Thank you for your consideration. References available on request.