

BRAND DEVELOPMENT

PRINT

WEB

MARKETING

SEO

PHOTO EDITING

Spring 2024
portfolio!

CASS



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BUMKINS

I was hired on by Bumkins as the Print Specialist/ Senior Designer. They were looking for more brand consistency and someone with experience in print production.

THE GOALS

Creative lead on the annual catalogs, tradeshow booths, sell sheets, brochures, and email campaigns.

SKILLS ACQUIRED

- License regulations (understanding the nuanced rules and where/when to include the TM/R symbol)
- Leadership

TOOLS & APPS

Photoshop, Slack, InDesign, Illustrator, and Asana

THE TASKS

Tradeshow booths, email marketing, catalogs, sell sheets, social media graphics, photo editing, and brochures.

THE RESULTS

Bumkins was fairly disorganized when I got there, so I was able to organize their internal files, create master pages for their catalogs, educated their other designers on Adobe products, and left them with a sales brochure to use at expos.

SALES GATEFOLD

I created this accordion fold brochure for Bumkins because they didn't have one, and I felt like it would be good for us to have at the Vegas expo. It highlighted our products, Bumkin's story, perks of our products, and contact information.



LICENSED CATALOGS

Bumkins worked a lot with larger companies, so it was my first experience working with licensing. I was the print specialist at Bumkins, so one of my main projects was working on the catalogs. There was a lot of nuanced rules of where and when to use the TM symbol. There was also hundreds of products, so the catalogs were a huge undertaking.



TRADESHOW BOOTH

Bumkins went to an expo in Vegas that we were able to attend and see how other companies from all over did their booths. It was a great experience for a designer who loves print like myself! This booth was fun to do because it was highly intricate.



FLINT GROUP

I was hired on by Flint Group as the Print Specialist. This was my first agency experience. Although I was the print specialist, I also assisted with illustrations, RFPs, web, email marketing, and social media.

THE GOALS

Take lead on all heavy-lifting print projects and educate others on advanced print tactics.

SKILLS ACQUIRED

- Agency flow
- Working directly with clients (outside of freelancing)
- Large-scale window clings
- Accomplishing tasks under intense deadlines

TOOLS & APPS

Photoshop, InDesign, Illustrator, Workamajig, and Canva

THE TASKS

Infographics, posters, billboards, sell sheets, window clings, social media, email marketing, and RFPs.

THE RESULTS

I'm now able to work even faster in Adobe products, I am more confident in pitching to clients, and I can now say I am an expert in Photoshop (I accomplished my most proud Photoshop task through Flint, featured on the very last page in this portfolio!)

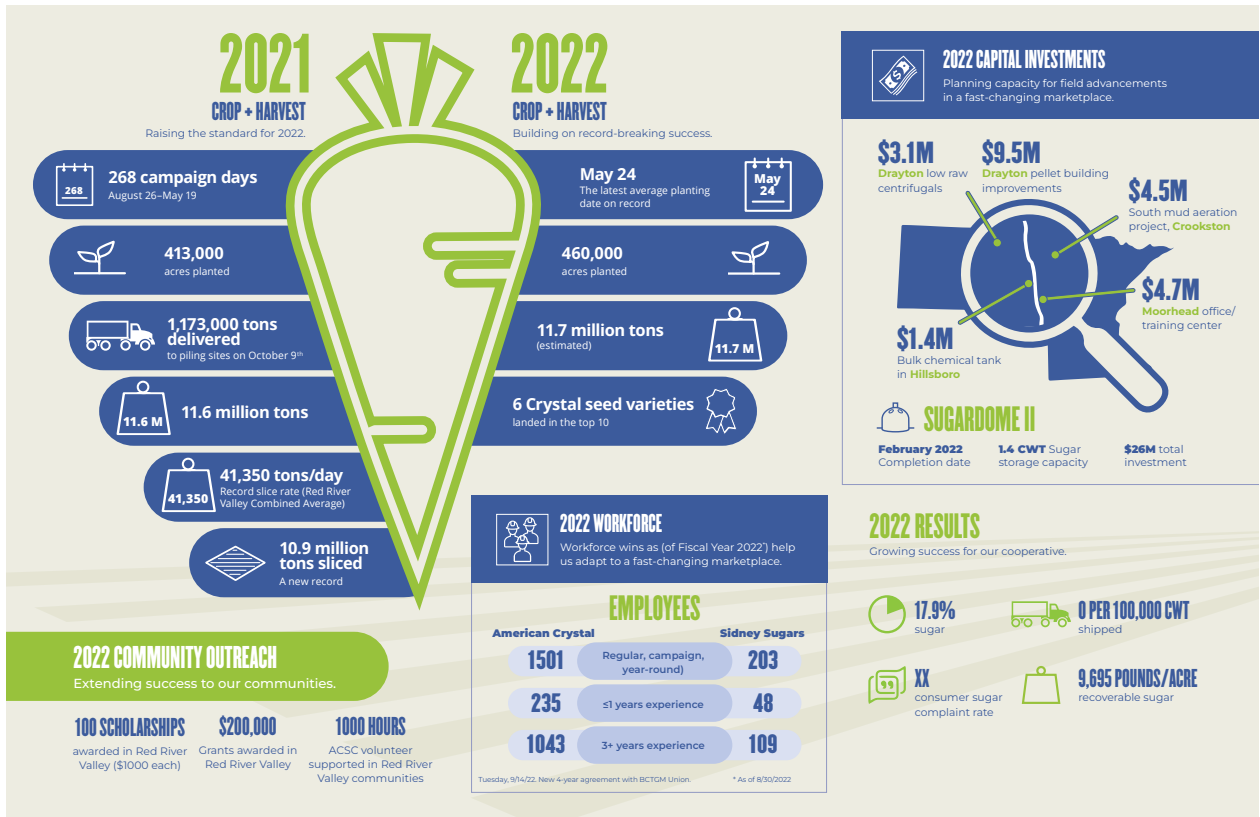
BLUE CROSS BLUE SHIELD

Blue Cross Blue Shield of North Dakota had 8 retail spots throughout the state that needed updated window clings. I created new ones for them based off of their campaign running at the time. This project was under a tight deadline because they had to install it before winter. I communicated directly with the print shop and project manager to complete this on time. This was the first big project that I had no supervision by a creative director.



AMERICAN CRYSTAL SUGAR COMPANY

This infographic featured was for American Crystal Sugar Company's annual report. I was given a dense 8-page text document and had to convert the content into a highly visual infographic. I only had 8 hours to complete it, and the client was happy after the first round!



BELL BANK

Bell Bank was one of my main clients at Flint. I created billboards, brochures, trifold, sell sheets, postcards, emails, social media graphics, calendars, and much more. It got challenging at times, because every loan officer wanted to stray away from Bell's brand standards, so it was a lot of voicing my expertise and compromising.





I had an internship at the non-profit Minneapolis Downtown Improvement District in 2017. I mostly helped them with their print collateral and rebrand.

THE GOALS

Help with their rebrand to make it more modern, and edit their website to be more UX-friendly.

SKILLS ACQUIRED

- Large-scale window clings
- Communication
- Presenting concepts

TOOLS & APPS

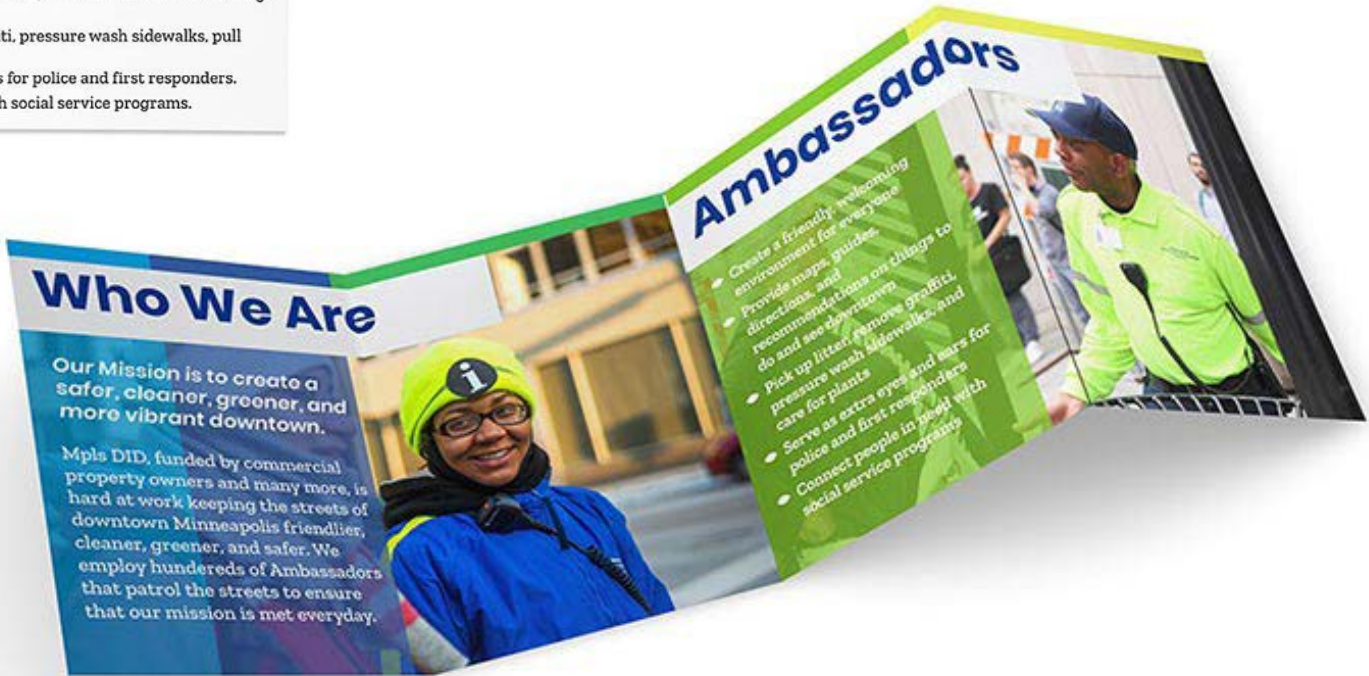
Photoshop and Illustrator

THE TASKS

Logos, automobile decals, brochures, business cards, logos, accordian folds, social media graphics, and branding.

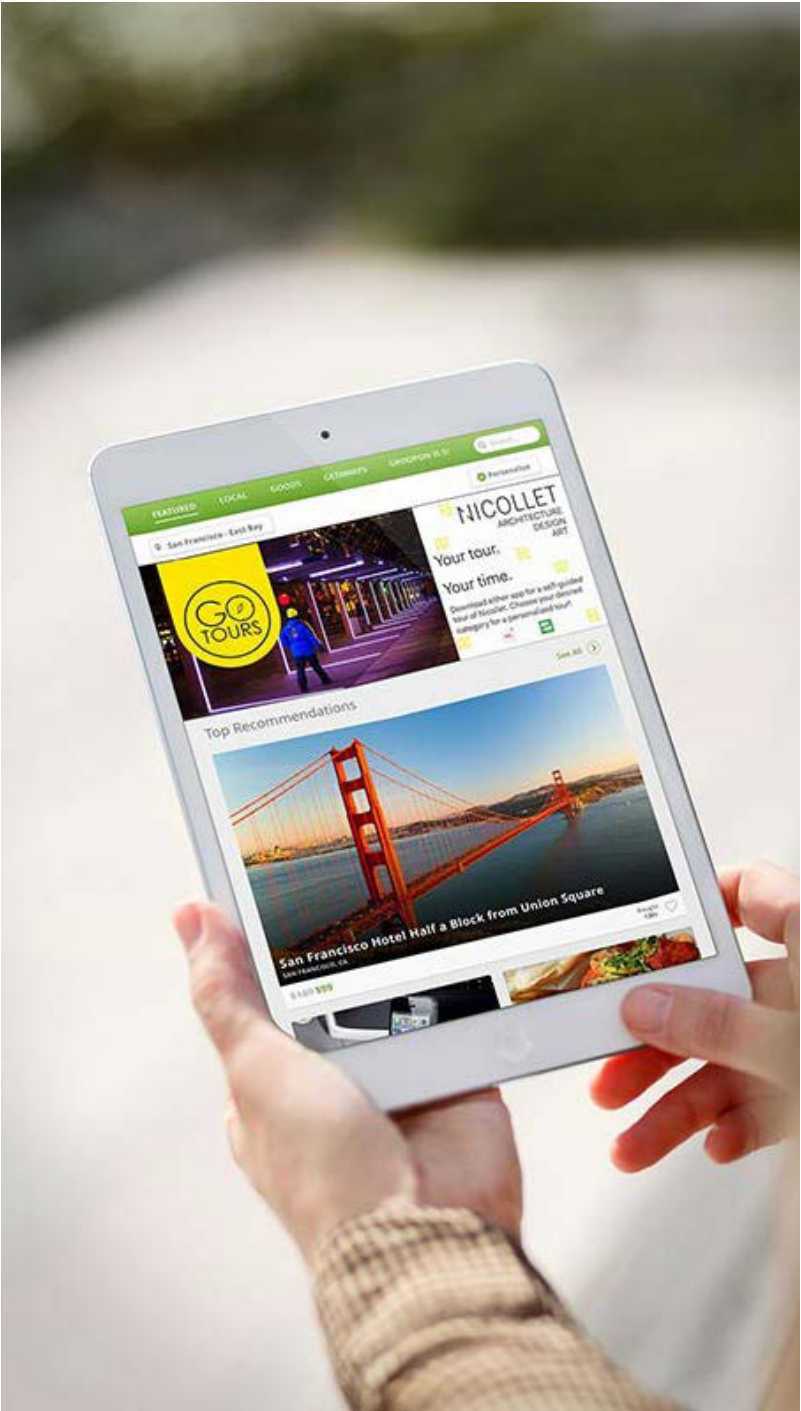
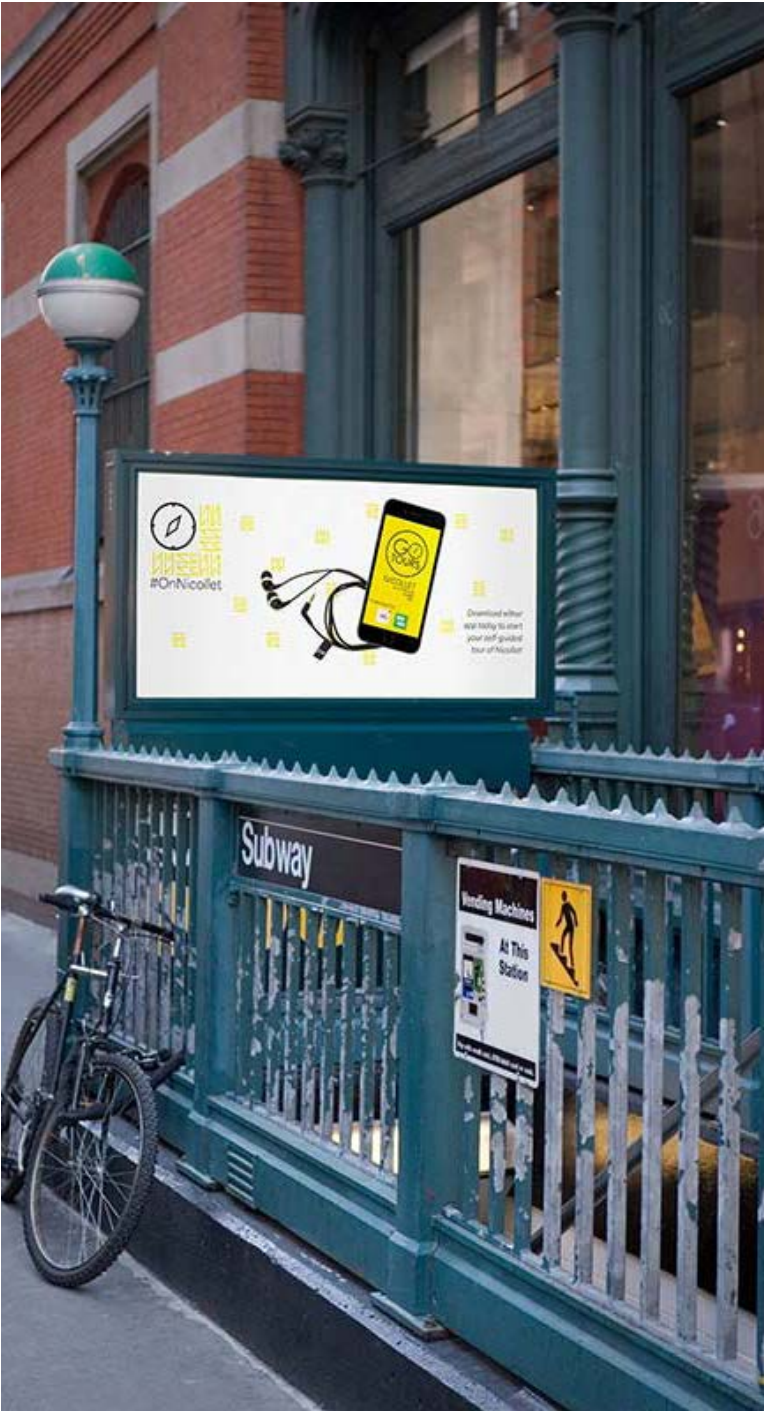
THE RESULTS

I created the logo and branding for their app "Go Tours". I also took it upon myself to create leave-behind collateral that had information on their non-profit. They didn't have any take-home pieces, so I created one and gave it to them as a parting gift. MDID contracted me out for a couple of other projects after my internship was done.



GO TOURS

Go Tours was a self-guided tour app MDID created that gave people information, directions, and history on downtown Minneapolis. I created the logo, advertisements, and patterns.





I was hired by Creatis right out of college in 2018. They put me on assignment at Optum to be the Data Asset Management (DAM) specialist. I started out focusing on web graphics, but it evolved into doing everything from print to Sell Sheets to social media and beyond.

THE GOALS

Become the expert on the DAM and manage all web assets.

SKILLS ACQUIRED

- Data asset management, folder structures, sizing and exporting images for web, and naming conventions
- Typography (tracking, leading, kerning, widows, orphans, and em vs. en dash)
- Corporate office behavior (First big-girl job!)

TOOLS & APPS

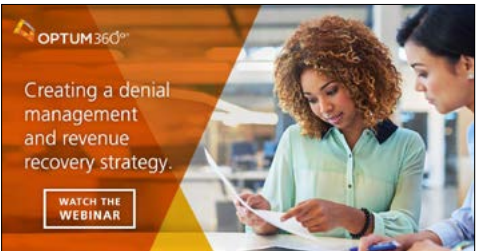
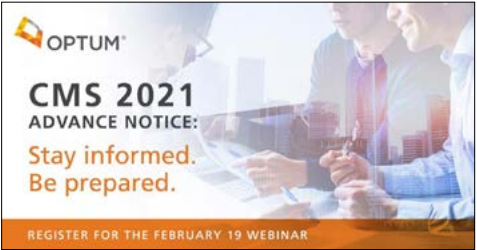
Photoshop, InDesign, Illustrator, Adobe Experience Manager (AEM), and Workfront

THE TASKS

Data asset management, PowerPoint, web graphics, infographics, billboards, sell sheets, social media, email marketing, and tradeshow booth graphics.

THE RESULTS

I trained 50+ coworkers in the DAM and took it upon myself to create a training guide for folks.



TAKE CARE

For this college marketing project, we created a product and spearheaded a whole marketing campaign around it. My product was eco-friendly, non-toxic tampons. We teamed up with the photography department to take photos of our products that we could use in our campaigns.

THE GOALS

Create a product, prototype, marketing campaign, and photos to make the product sellable.

SKILLS ACQUIRED

- Package design
- Mock ups
- Marketing campaigns

TOOLS & APPS

Illustrator, Photoshop

THE TASKS

Photography, photo editing, package design, marketing, logo design

THE RESULTS

I created a successful, fully thought-out marketing campaign for my fake product that gets the message across quickly and effectively.



CRUMMY

Crummy is my clothing line I started in 2020. It's a one-woman show, so I do all of the marketing, graphics, website, customer relations, and more.

THE GOALS

Create a cohesive, well-recognizable brand identity and learn all aspects of being a business owner.

SKILLS ACQUIRED

- Creating and maintaining unique campaigns
- Customer relations
- SEO
- Sales strategies

TOOLS & APPS

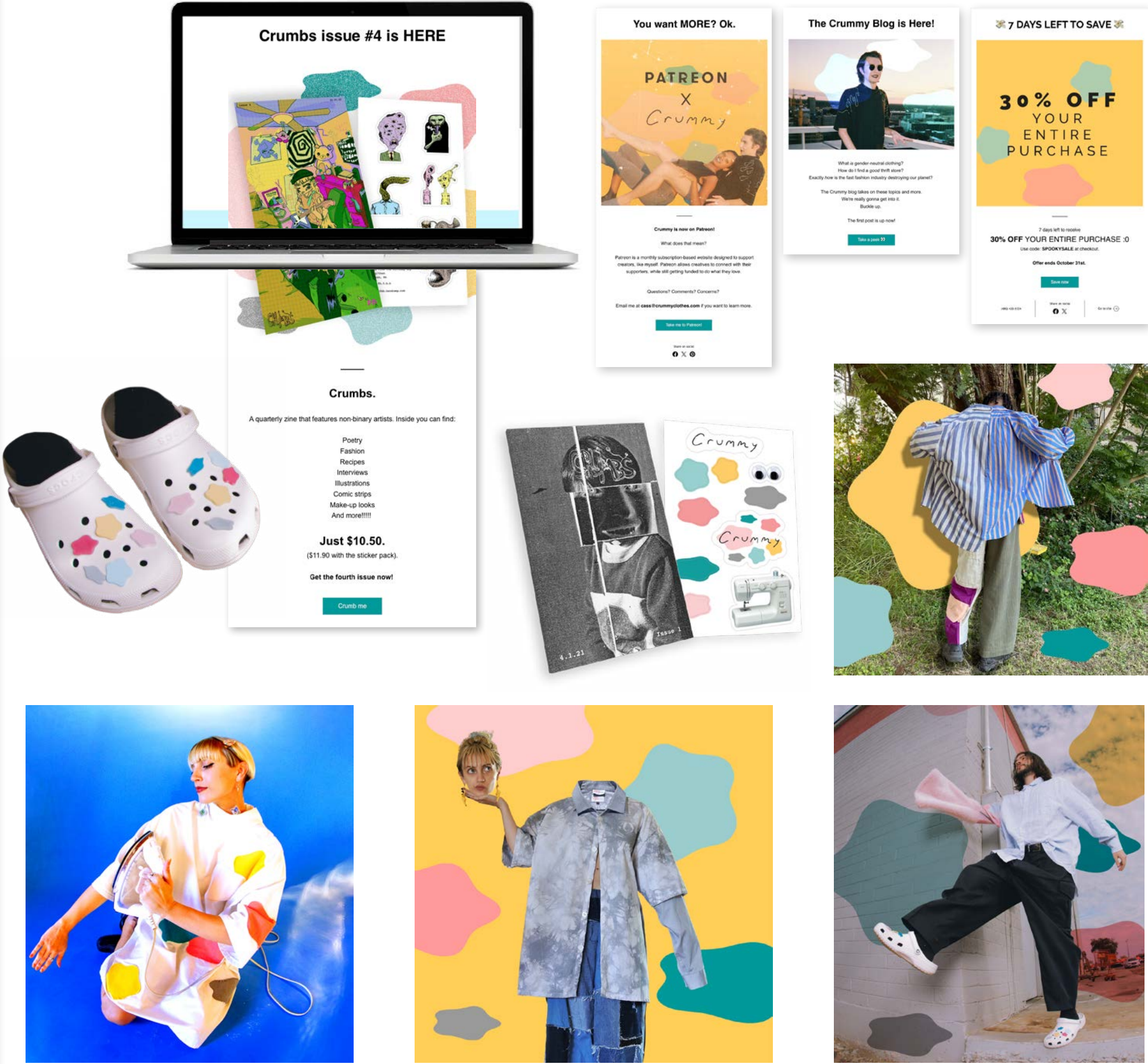
Photoshop, InDesign, Illustrator, Wix, and Wacom

THE TASKS

Social media (running the account and creating graphics), email marketing, printed zines, creating the website and keeping up with inventory, and campaigns.

THE RESULTS

I created an identifiable brand by leveraging the same color scheme, typography, graphical elements, and style of editing.



THERE SPACE

I was hired on by There Space when they first started to help with brand development, provide Photoshop education, and social media graphics. Overtime it became a lot more involved and I created their website and started designing sales materials and printed advertisements.

THE GOALS

- Increase number of clients by developing a strong brand identity and designing printed sales collateral
- Creating an easy-to-use website by leveraging UX tactics
- Teach the team Photoshop for screenprint production files

SKILLS ACQUIRED

- Using Photoshop to prep files for screenprinting
- External scheduling modual integration through Wix
- T-shirt mock ups

TOOLS & APPS

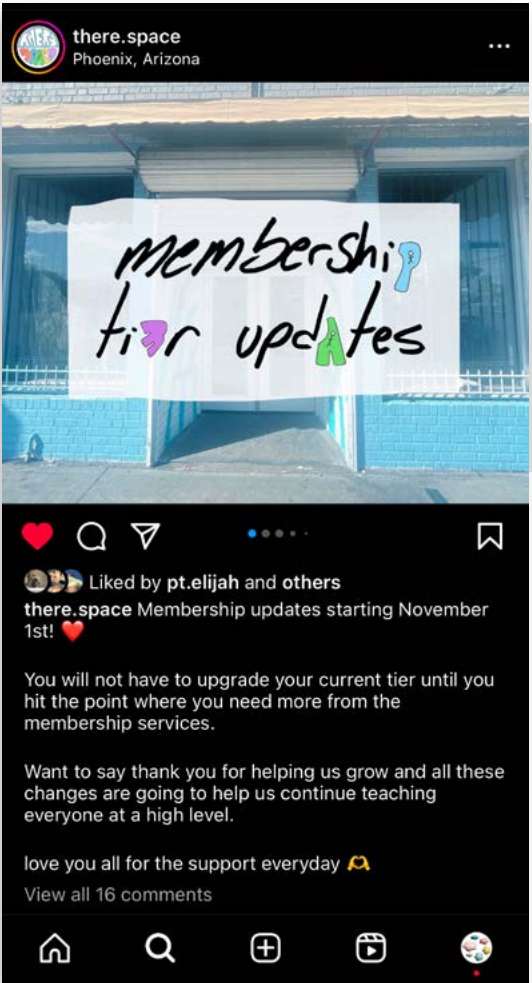
Photoshop, Slack, InDesign, Illustrator, Wix, Pipedrive

THE TASKS

Web design, sales package, social media, printed advertisements, and screen print production files.

THE RESULTS

There Space now have an identifyable brand and has increased their clients and members exponentially. They went from just having me as an employee to now having 6. They went from being in a garage to now having 2 buildings.





This was my most proud Photoshop moment I was telling you about :D
I was able to completely remove the black car in under 4 hours!

CASS

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THANK YOU!

I make a lot of fun gifs, too.
For a better look at those
(and more of my work in general),
you can visit my [online portfolio](#).