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## CONTACT

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## SKILLS

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### PROFESSIONAL

- Problem-Solving
- Communication
- Adaptability
- Creativity
- Attention to Detail
- Time Management
- Task Delegation
- Project Management

### TECHNICAL

- Adobe Creative Suite
  - Illustrator
  - Photoshop
  - InDesign
- Microsoft Office
  - PowerPoint
  - Word
- WordPress
- Bilingual - Spanish

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## ANNIE CASPERSON

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As a graphic designer born and raised in Minneapolis and currently based in Seattle, I am passionate about creating impactful and unique designs that resonate with diverse audiences. With a background in graphic design and Spanish, I thrive in bustling work environments where collaboration and brainstorming fuel my creativity. My mission is to blend innovative ideas with strategic visuals, transforming concepts into compelling narratives that leave a lasting impression.

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## DESIGN EXPERIENCE

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### IN-HOUSE GRAPHIC DESIGNER

NetSPI | May 2022 - November 2024

- Played a key role in the successful launch of a new brand, contributing to visual identity development and ensuring alignment with overall marketing strategies.
- Led the design efforts for major corporate events, creating engaging promotional materials, event signage, and digital assets that enhanced the attendee experience.
- Created impactful tradeshow materials, including booth designs and promotional signage, while producing high-quality print collateral like product data sheets and brochures to ensure consistent brand representation.
- Designed visually compelling logos and deliverables, including marketing advertisements, website graphics, and social media posts for LinkedIn, Instagram, X, and YouTube, significantly enhancing NetSPI's online presence and engagement.

### GRAPHIC DESIGN INTERN

NetSPI | January 2022 - May 2022

- Executed multiple projects simultaneously, adhering to timelines and maintaining high-quality design standards throughout all phases of production.
- Used Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Microsoft Office (PowerPoint, Word) to deliver high-quality graphic applications and presentations.
- Studied current design trends and best practices, continuously seeking opportunities for professional growth and creative development.

### FREELANCE GRAPHIC ARTIST

The Pillars Child Care | September 2020 - November 2021

- Led the design of a vibrant mural that visually connected generations, enhancing the communal space of a childcare and senior living facility.
- Collaborated with stakeholders to create a design that incorporated typography and imagery reflecting shared experiences, values, and stories of children and seniors.
- Managed the installation process, coordinating with contractors to ensure the project was completed on time, while maintaining high artistic standards.

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## EDUCATION

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### BACHELOR OF ARTS | GRAPHIC DESIGN

University of Minnesota - Twin Cities

September 2017 - May 2022