



## eva cassetta

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## education

Virginia Commonwealth University

Richmond, Virginia

School of the Arts

Department of Graphic Design

Bachelor of Fine Arts

Minor in Psychology

Graduated Magna Cum Laude

May 2010

## experience

### Production Artist, DKNY

New York. November 2016 - February 2017

Produced props and signage for Spring 2017 launch event #FindBellaDKNY.

Produced mechanicals for ads, invitations, OOH; created email blasts and web banners.

Updated extensive image guidelines documents for SS17 campaign photography.

### Production Artist, Red Antler

New York. October 2015, February 2016

Produced print mechanicals for Casper subway campaigns.

### Production Artist, Chandelier Creative

New York. July - October 2015

Created packaging and large-scale print mechanicals for fashion brand HUE.

Produced corporate brand guideline decks and stationary/collateral mechanicals.

### Studio Production Artist, Droga 5

New York. May - June 2015

Built digital and print files from spec sheets for final release, including resizing, ensuring use of approved images, detailed inspection of all elements.

Created and worked with complex dielines for Diet Coke promotional items.

Worked with a producer and quality control department to collect and release print-ready files to vendors and clients.

### Freelance Designer, 16 Handles Corporate

New York. February - April 2015

Created advertising campaign promoting unique artisan desserts.

Produced food imagery and graphics across print and digital media.

Designed in-store/storefront signage, infographics, and promotional material.

### Designer, Clive NY

New York. September - December 2014

Produced and refined logo concepts for healthcare client.

Developed detailed brand guidelines for client use.

Created designs and sourced images for print collateral, stationary, packaging, social media graphics, and presentations.

### Graphic/Packaging Designer, Vee International Inc.

New York. October 2012 - September 2014

Designed packaging, including graphics, typography, and custom forms and dielines, for women's health and wellness products.

Managed design and marketing projects by planning timelines, overseeing other designers, providing art direction, and reviewing and approving files.

Created print and web marketing material and collateral.

Collaborated with industrial designer to develop branding for new product lines.

Supplied production-ready files and worked with printer to raise standards.

Wrote and edited copy for products and advertising; developed concepts, names and tag lines for new products; wrote press releases.

## **Corporate Communications Executive, Chinese International School**

Singapore. February 2011 - April 2012

Created public bus advertising campaign: directed and edited photography, created production-ready files adhering to bus specifications.

Produced advertisements placed in popular print and web publications.

Designed a set of bilingual book covers inspired by student art.

Created internal collateral, such as posters, mailers, invitations, and signage.

Photographed school-wide events; archived and edited event photography.

## **Freelance Designer, Credence Partnership**

Singapore. October - November 2010

Art director and project leader for hoarding for luxury property development client; supervised photoshoot, press checks, managed client, and edited files.

Created storyboards, illustrations, print layouts, and sourced photography.

## **Freelance Projects**

Created brand deck for men's grooming startup Nomad Armory, 2016.

Edited, designed, and published Holocaust memoir "Survive & Thrive," 2015.

Produced logo for legal firm CSVK LLP. 2015

Created logo for The China Institute's Year of the Sheep Celebration, 2014.

Designed layouts for Ascend magazine with Fyooz Studio, 2010.

Produced stationary, illustrations, print layouts at Yellow Octopus, 2010.

## **College Internships**

Richmond, Virginia. August 2009- May 2010

Designer, VCU's Design Center, 2010. Graphic Design Intern, Sierra Club, 2009.

## **skills**

Adobe Illustrator, InDesign, Photoshop; print, web, OOH and packaging production; Microsoft Office; HTML, CSS, Fontlab, screenprinting, letterpress, working with commercial printers and vendors, strong writing and editing abilities.

## **awards and exhibitions**

OHM packaging nominated for the 2014 AVN Awards, 2013.

Font "Acoma" featured on AIGA's Behance, 2010.

VCU's Graphic Design Senior Show; Annual Juried Show, Richmond, Virginia, 2010.

Art Directors Club Student Portfolio Review, New York, New York, 2010.

Virginia Commonwealth University's provost scholarship, 2006-2010.

## **activities and interests**

Travel, education, photography, reading, patterns, interior design, architecture.

Mom, 2015 - present

The Design Society (Singapore), member, 2010 - 2012.

AIGA, the professional association for design, member, 2009 -2013.