

CASSIE J. HELFRICH

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WWW.CASSIEJHELFRICH.COM

SKILLS

Accomplished in areas of web and blog design and development, UI design, typography, color theory, editorial layout, brand identity, marketing collateral, infographics and illustration. Proficient in pre-press, digital and offset printing processes. Experience in B2B strategic design.

Proficient in the following software: Adobe CS5 Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, CSS, HTML, MS Office Word and PowerPoint, Mac OS and PC Operating Systems.

WORK EXPERIENCE

2 • 2010 - PRESENT

Graphic Designer, Eleven Wireless Inc, Portland, OR

- Work directly with the Strategic Marketing Director to create and maintain company collateral, including branding, web and blog needs, brochures, catalogs, stationary, promotional items, training and promotional videos, and Word and PowerPoint templates. Organize and direct onsite and in-studio photo shoots.
- Responsible for the design and development of custom portals and UIs for clients in the hospitality industry, including: Starwood, Hilton, Intercontinental, Kimpton Hotels, Joie de Vivre Hospitality and Omni Hotels and Resorts.
- Overseeing the strategic planning of exhibits in international conferences and trade shows, including booth design, signage, logistics, shipping and transportation, while staying within budget.
- Excellent communication with clients, and internal departments to smoothly and efficiently deliver quality products with emphasis on client satisfaction.

4 • 2008 - PRESENT

Freelance Graphic Designer

- Design and develop websites, blogs, informational brochures, invitations, programs, brand identities, books, magazines, product labels, newsletters, posters and fliers for a broad range of clients.
- Work closely with clients throughout project, prospect project scope, research market competition and target audience to produce effective solutions.
- Reliably meet tight deadlines by balancing creativity and vision with good communication skills and efficiency.

4 • 2008 - 2 • 2009

Assistant Graphic Designer, People For Puget Sound, Seattle WA

- Assisted art director in conceptual problem solving, design, typography, illustration, pre-press and press checks.
- Designed educational brochures, posters, fliers, environmental guides, invitations and other materials needed for environmental campaigns.
- Worked with clients, printers, photographers, and editors to produce quality products.

EDUCATION

6 • 2009

Seattle Central Creative Academy, Seattle WA
Associate of Arts in Graphic Design and Illustration

6 • 2007

University of Washington, Seattle WA
Wetland Science and Management Certificate

5 • 2004

University of Puget Sound, Tacoma WA
Bachelor of Arts in Comparative Religion
Bachelor of Arts in Asian Studies