

# Casey Deja

847.858.3449 | caseydeja@gmail.com | caseydeja.com

A creative designer with over 20 years of art direction/graphic design experience in both agency- and client-side communications. Incorporates a strong visual sense and the ability to translate marketing ideas and design concepts into effective communications across both print and digital media platforms. A strong leader capable of successful project and people management across geographies and against compressed timelines. Interested in joining a progressive company that appreciates outstanding creative, passion for people and work/life balance.



*Casey Deja*

## Education

University of Central Missouri Warrensburg, MO	May 1998
Bachelor of Fine Arts Commercial Art/Graphic Design	GPA 3.78/4.00

## Skills

Advertising Design	★ ★ ★ ★ ★
Collateral Design	★ ★ ★ ★ ★
Package Design	★ ★ ★ ★ ★
Point-of-Sale Design	★ ★ ★ ★ ★
Web/Digital Design	★ ★ ★ ★ ★
Logo Design	★ ★ ★ ★ ★
Adobe Photoshop	★ ★ ★ ★ ★
Adobe Illustrator	★ ★ ★ ★ ★
Adobe InDesign	★ ★ ★ ★ ★
Adobe Acrobat	★ ★ ★ ★ ★
Microsoft Office	★ ★ ★ ★

## Beam Suntory - PROOF

Senior Art Director | April 2008 - April 2019

PROOF is an internal creative agency for Beam Suntory challenged with producing a 25% cost savings without sacrificing creativity. As part of the initial start-up team, I have created and implemented processes to benefit workflow and design time. Immersed myself in all brands within the Beam portfolio. Art directed photography shoots for brand environments, new packaging and communications. Developed 360° creative for global brands, as well as integrated national campaigns across regional marketing materials. Scope of work includes packaging, point-of-sale, brand development, collateral materials, digital media as well as on and off-premise program development.

Portfolio of brands include: Jim Beam, Canadian Club Whisky, Sauza Tequila, Cruzan Rum, Courvoisier, and DeKuyper.

## Freelance

Art Director/Graphic Designer | Aug 2004 - Apr 2008

Built a freelance design business based on 90% referral business.

*Publications International* - publishing company specializing in children's books. Extensive photoshop work for animations in the electronic books division. Develop concepts and new product designs for the special markets department.

*Eire Direct Marketing* - marketing agency. Concept and produce direct mail pieces for clients such as BP, Ford and the American Bar Association. Logo identity development. Ensure consistency of design elements across multiple marketing pieces.

## Blyth HomeScents

Freelance/Graphic Designer | Nov 2003 - Aug 2004

Lead designer for Colonial Candles, Blyth HomeScents' premium brand. Responsible for leading projects from initial concept through final design and production for an internal creative department. Duties included art directing photography, designing multiple collateral pieces, signage, packaging, and some product development. Managed client and vendor relations, as well as freelance staff and interns. Continued education on current market trends and software programs.

## Aquent

Graphic Designer | Jul 2002 - Oct 2003/Aug 2000 - Jul 2001

Freelance work for a variety of companies including agencies, studios and corporations.

*Sanford* - writing instrument company. Responsible for point of sale pieces, sell sheets, signage, ads, packaging, and mock-ups for brands such as Sharpie, Accent, Expo, Paper Mate and Colorific.

*Grainger* - industrial supply company. Led the freelance team in efficient and precise processes for catalog production work.

*Paterno Imports* - international wine import company. Responsible for various projects including logo development, illustrating instructional maps, new brand packaging, and a variety of sell sheets, postcards, and marketing materials.

## Advocate Health Care

Graphic Designer | Jul 2001 - Jul 2002

Concepted and designed fundraising gala invitations, announcements, event programs, flyers, direct mail pieces, brochures, reports, signage, and web site design for budget-conscious hospitals and affiliates. Communicated directly with printers, vendors, and clients. Developed and implemented new project file archival system.

## GEAR For Sports

Graphic Designer | Jun 1998 - Jun 2000

Responsible for managing projects from concept to print including catalogs, ads, brochures, signage, and sell sheets. Experience with directing studio and location photo shoots.

*References Available Upon Request.*