

# Lauren Cassie

Lauren K. Cassie  
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Education	Bachelor of Science in Graphic Design Drexel University, 1998
Computer Skills	Macintosh platform: <ul style="list-style-type: none"><li>• InDesign CS2</li><li>• Quark XPress 6.0</li><li>• Acrobat 7</li><li>• Photoshop CS2</li><li>• Dreamweaver 8</li><li>• Microsoft Office</li><li>• Illustrator CS2</li><li>• Flash 8</li></ul>
Experience	<p>HARRIS, BAIO &amp; McCULLOCH Philadelphia, PA Art Director – August 2003 to present</p> <p>Clients: SKF Bearings, Subaru, PSM&amp;M, American Cancer Society, Rockwood Inc., EnerSys, Sharpie, IRWIN Tools, Yuasa, Richard Childress Racing</p> <p><i>HB&amp;M has a very diverse client-base, specializing in many automotive and industrial jobs.</i></p> <ul style="list-style-type: none"><li>• Developed designs for product catalogs, direct-mail, trade show graphics, product sell sheets, signage and collateral for NASCAR racing hospitality events, paint schemes &amp; uniform designs, newsletters, annual reports, as well as consumer and professional ad campaigns.</li><li>• Design and maintain client websites with updates, press releases, and standard web maintenance.</li></ul> <p>DYANNE DISALVO Merchantville, NJ Freelance Web Designer – November 2006 to present</p> <p><i>Hired to redesign her entire website. www.dyannedisalvo.com</i></p> <ul style="list-style-type: none"><li>• Redesigned entire website from the ground up, showcasing her illustrations and current work throughout the site. An interactive section for kids is in the works.</li></ul> <p>SPENCER ZAHN &amp; ASSOCIATES Philadelphia, PA Freelance Designer – October 2001 to January 2002, June 2002</p> <p><i>Hired to work on all jobs for the 2002 Phila International Auto Show.</i></p> <ul style="list-style-type: none"><li>• Designed the Auto Show program book, newspaper ads, billboards, transit ads, and other misc. jobs</li><li>• Designed small web site for client in June 2002, job was cancelled prematurely</li></ul> <p>DORLAND SWEENEY JONES Philadelphia, PA Associate Art Director – October 1998 to August 2001</p> <p>Clients: St. Christopher's Hospital for Children, Lifechart.com, Ortho-McNeil Pharmaceuticals, VidaMed Inc., VISX Inc., Astra-Zeneca, Beiersdorf-Jobst, OraMetrix, Oberkotter Foundation</p> <p><i>DSJ dealt solely in healthcare advertising and communications. The company is now known as Dorland Global Health Communications.</i></p> <ul style="list-style-type: none"><li>• Worked on new business pitches to develop initial concepts</li><li>• Developed branding for new product launches and clinical trials</li><li>• Developed materials in both professional and direct-to-consumer ad campaigns, collateral materials, direct mailers, training binders, brochures, physician mailers, clinical documents, premium mailers, annual reports, booth panels, powerpoint presentation templates, and newsletters</li></ul> <p>STELLARVISIONS Philadelphia, PA Resident Graphic Design Intern – June 1997 to September 1997</p> <p>Clients: alphabets.com, AIGAPhilly.org, Stellarvisions self-promotion</p> <ul style="list-style-type: none"><li>• Developed a flash animation to promote a new typeface.</li><li>• Produced various flash and animated gif graphics for company's own web site</li></ul>