



Cason Smith
Graphic Designer

 [linkedin.com/in/casonsmith](https://www.linkedin.com/in/casonsmith)  casonsmith@gmail.com  [casonsmithdesign.com](https://www.casonsmithdesign.com)  (404)387-5717

EXPERIENCE

Angels Among Us Pet Rescue

Non-profit Advertising and Rebranding

Alpharetta, GA | 2022

- Redesign company logo with multiple solutions.
- Create print-ready branding collateral.
- Create mock-ups for each design solution.
- Communicate with the client to meet their needs.
- Create quality work with limited time.

Tazo Tea Company (Case Study) | 2022

Rebranding Advertising and Packaging

- Redesign drink packaging.
- Create print ready files with dielines.
- Construct 3D mock-ups of packaging.
- Design on-brand company post card and ad.
- Create social media advertisements.

Kroger Co. Dallas, GA | 2018–Present

Front End Supervisor | Money Services

- Supervise front end department and schedule duties.
- Provide feedback and assistance to cashiers.
- Handle Western Union money transfer/pickups.
- Assist customers in bill pay and money orders.
- Sell and redeem lottery.
- Direct calls to specific departments.
- Count and handle department's money and tills.

ABOUT ME

Current student at Kennesaw State University with a diverse range of skills eager to learn new job roles and get a jump start on my career. I am excited to share my innovation and creativity with future employers.

EDUCATION

Kennesaw State University

Kennesaw, GA | 2019–Present

BFA – Graphic Communications

Graduation: Fall 2022

Georgia Highlands College

Cartersville, GA | 2018–2019

Dual Enrollment Student

SKILLS

- Publication Design
- Branding
- Social Media Marketing
- Packaging Design
- Digital Illustration
- Advertising
- Motion Graphics
- Adobe Creative Suite
- Microsoft Office