

Hi, I'm Casey Rosa.

Design Experience

Visual / Production Designer

Elephant (for Apple), Feb 2018 - July 2018

Working for the Apple brand through Elephant design agency was one of the most exciting projects I had the pleasure to work on.

I helped create the Apple Pay national campaign, responsible for print campaigns such as bus-shelter ads, postcards and collateral, table-tents, and even Social Media ads. This was done for the many different cities that the campaign was targeting. I also helped to create mockups in the ideation stage of local campaigns such as farmers markets in local districts.

Creating digital ads for Chase Bank's partnership with Apple and Snap-Chat animated ads (working closely with motion designer) were other fun parts of the project.

Visual / Product Designer

Design Seven Inc, Mar 2016 - Feb 2018

Developing web, print, branding and user interface design for Design Seven in Atlanta, GA.

Design Seven is a 30 year old design agency that's providing various design services to clients such as Coca-Cola, Georgia Pacific, Randstad, and many other household names in the Corporate America.

I worked remotely with the team in Atlanta, working on whatever design needs showed up each week. There was always something different!

Web Designer

Y3TI Corporation, Walnut Creek, CA, Apr 2014 - Dec 2015

Y3TI is a web development company specializing in content management systems like Drupal. Y3TI was partnered with Blue Otter on many client projects, so even after Blue Otter changed its focus to more development work, I continued on design projects with Y3TI.

Details

Casey Rosa Kim

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Skills

UX/UI Design

User Flows
Prototyping
Research/User Testing
Clean, Cheerful, Layouts
Trending UI Styles

Branding

Company Identity
Conceptualizing
Photo Curation
Font Styles
Color/Emotion/Expression

Responsive Design

Layouts
Branding
Framework

The University of California, San Francisco (UCSF) was the most notable of these projects. We worked directly with the Department of Anesthesia at UCSF for their website overhaul.

We also worked on the Women's Democracy Network, Garden to Table, and various other projects that ranged from full site designs to small printed works.

Graphic Designer

Blue Otter, Mountain View, CA, Feb 2012 – Mar 2015

Blue Otter has very exciting projects coming through their doors all the time. They are design/development agency serving all sort of clients in the Bay Area while also incubating their own internal projects that often wind up on Kickstarter/IndieGogo.

While there I worked on designs for G-Technology (a Western Digital Company), Handle (of Menlo Ventures), and Boxbee (Winner of 2013 Launch Festival).

Graphic Designer

Freelance Web Designer, San Francisco Bay Area, Dec 2010 – Feb 2012

Like many graphic designers, sometimes a little freelance work gets us by when traveling a lot or making transitions in life.

Graphic Designer

Calder Design San Francisco, Mar 2009 – Mar 2011

Here I took care of lots of small design needs that got me started as a professional. Icons, page layouts, etc... not much of the specific work survives now, but the results were the beginnings of who I am today.

Education

Bachelor Degree: Graphic Design and Visual Communications

Far East University 2004 – 2008

Applications

Prototyping

Principle App
Invision

Design

SketchApp
Adobe Photoshop
Adobe Illustrator
Adobe InDesign