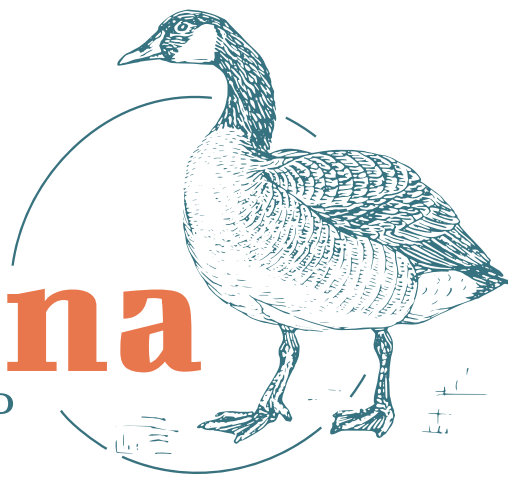


# ariana

CASSARD



## DESIGN MANAGER

Blue Ocean  
Ideas

Aug. 2021 – Present

### Lead the design team, ensuring work achieves strategic and creative goals.

- Oversee production of print and digital design work, reviewing and providing feedback
- Mentor and assist the design team in prioritizing daily tasks and achieving professional goals
- Compose high-level art concepts and assist in asset production
- Develop and manage a quarterly 160-page publication delivered to up to 40,000 legal professionals in Maryland
- Facilitate communication between over 50 clients and internal team members, with an average meeting rating of 9.7/10
- Interview, hire, and onboard new design staff

## GRAPHIC DESIGNER

Blue Ocean  
Ideas

Jul. 2017 – Aug. 2021

### Created visual solutions to support clients' marketing objectives.

- Designed logos, advertisements, email and social media assets, print pieces, publications, signage, e-books, and more, all within the context of greater marketing campaigns
- Spearheaded an organization's entire rebrand, including 35 sub-brand logos
- Connected with vendors to produce printed products that fit the client's needs and budgets
- Collaborated with three professional association executives to compile high-level content into visually pleasing publications for their members
- Used Figma to compose new web pages and UX/UI elements
- Configured project plans and wrote strategy documents for new projects

## PROJECT MANAGER

Advertising  
Media Plus

Jan. 2017 – Jul. 2017

### Managed design, copywriting, marketing, promotion and sales activities for clients.

- Planned, designed and wrote articles for magazines for two non-profit clients
- Managed marketing schedules for organization-wide campaigns
- Built relationships with media outlets and provided advertising assets for placement on print and digital platforms

## PROJECT ASSISTANT

Advertising  
Media Plus

Jan. 2016 – Jan. 2017

### Assisted design, copywriting, marketing, promotion and sales activities for clients.

- Used Adobe Suite to design a variety of print materials, such as fliers, ads, brochures, mail pieces and identity packages
- Created, customized and scheduled marketing emails and website content updates for 31 local branches of an organization

## LOCATION

Halethorpe, MD

## CONTACT

443-996-0888

ariana.cassard@gmail.com

## EDUCATION

University of South Carolina  
Bachelor of Arts: Advertising  
Aug. 2011 – May 2015

## EXPERTISE

Logo design  
Publication layout  
Print design  
UX/UI design  
Social media  
Digital advertising

## VOLUNTEER

### Young Life's Capernaum

Jan. 2017 – Present

Organize and execute social events for teens with disabilities in Howard County

