

To Whom It May Concern,

Good day to you! Thank you for your interest in contacting me about future work! Had you come across my work by chance or by search, I hope my portfolio of sites and this résumé serve you well in your decision to contact me for your next project or campaign. If you need any further information about my skills in print and web design, art direction, illustration, marketing and creative concepting, please feel free to contact me at your convenience!

Some background:

After completing my degree in Graphic Design and Typography at the Mason Gross School of the Arts within Rutgers University, I have successfully worked in a variety of freelance design and art directorial situations in major cities along both coasts. Moving westward from New York City, I have been steadily working as a Freelance Graphic Artist, Online Marketer, and Web Developer with a variety of agencies including incompra design, The Rickard Group, Stratus Communications, and Blue Ruby. From New York To Philadelphia to San Diego I've helped develop successful projects for such clients as Bryn Mawr Rehab, The University of the Arts, Kimberly-Clark, The Internet Society, Dr. Ted Eisenberg, The Delaware Children's Museum, The Melmark School, The Girl Scouts of America, and Verizon.

If anything, I have always prided myself on sustaining a successful career as a Freelance Graphic Artist over the last 14 years. I've spent the last 8 or so years expanding the body of my skills online through web design, interface development, and search engine/social media marketing; merging my experience in layout, imagery, and advertising into a well-rounded and versatile working portfolio, both online and offline. I work toward being not only a creative means to a successful end for my clients, but a source of helpful ideas and information, and a friendly colleague and team-mate. Working in this direction, I have been able to successfully achieve many goals for my clients, my business, and myself with creativity, professionalism, and ingenuity.

A glance at my portfolio will fully illustrate that I have worked hard to employ a growing variety of techniques, styles, online languages and media in all of my work. I appreciate the opportunity to meet with you and to discuss my portfolio, working approach, and the possibility of joining your team.

Thank you for your consideration, I look forward to hearing from you.

Regards,

A handwritten signature in black ink, appearing to read "Anoki Casey", with a horizontal line underneath.

Anoki Casey



anoki casey

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267.294.4134 ◦ anoki@anoki.net ◦ www.anoki.net

education

Mason Gross School of the Arts, Rutgers University, New Brunswick, NJ
BFA, Graphic Design and Typography

work experience

present

Co-Founder, Freelance Web Designer and Graphic Artist

Since 2004, I have worked with **incompra design** to help organizations communicate who they are, what they do, and why they do it best. My role in this freelancer-driven business utilizes my skills in advertising, marketing, graphic design, online development, social marketing, and nonprofit communications to help clients reach their goals and promote their successes. In the last 7 years, my portfolio has grown with a range of highly successful printed materials, fundraising strategies, marketing initiatives, and web interfaces from these campaigns.

anoki.net is the collected body of work I have done with profit, non-profit, personal, and charity projects done independently or with a variety of studios and agencies since 2002.

In 2009, I was honored to be invited to co-edit a 190-page textbook entitled *The New Graphic Design School: A Foundation Course in Principles and Practice* with my colleague and previous University professor Sheena Calvert, which was based on an previous edition by David Dabner. A soup-to-nuts guide for first-year Graphic Design design students, I focused on creating new sections to add to the existing manuscript involving Web and Internet Technologies, Print Production Issues and Digital Printing, Programs and Commercial Applications. The book is being sold in a variety of different languages to Universities and Colleges around the globe.

april 2002 - june 2005

Freelance Art Director and Graphic Artist

Freelance Art Director and Graphic Artist working both on- and off-site in the Philadelphia Metro Area. I worked with the creative minds at such agencies and design firms as Sara Hodgson Design, Stratus Communications, and The Rickard Group, to create full-scale marketing and promotional campaigns incorporating print, web, multimedia, TV, and radio for such Fortune 500 clients as Verizon and Kimberly-Clark, special projects with Melmark, Bryn Mawr Rehab, and the Internet Society, as well as educational institutions and non-profit organizations as the Delaware Children's Museum, The Girl Scouts of America, and Drexel University.

january 1999 - november 2001

Design Associate

Parlour Design L.L.C.
648 Broadway, New York, NY 10013

Hired directly as an Associate to the Art Directors after successfully completing a one year, 6-credit internship through Rutgers University. I assisted with multiple projects, from initial project set-up to layout and image work based on the Art Directors' specifications, including various layouts for print media, advertisement creation, and Web site production for a wide range of clients including: The American Museum of Natural History, Channel 13, The Digital Club Network Online Music Festival, Gay Men's Health Crisis, The National Abortion Rights League, and The National Foundation for Jewish Culture.

may 1999 - august 2001

Publications Manager
Publications Department
Office of Student Involvement (OSI)
613 George Street, New Brunswick, NJ 08901

Providing art direction, creative development, annual update and production management of over 250 department publications per academic year, I was hired as the department's Publications Manager and Art Director, creating University-based publications promoting student organizational projects for Rutgers University.

may 1998 - august 2001

Design Manager
Department of Health Education
Hurtado Health Center
11 Bishop Place, New Brunswick, NJ 08901

Head Designer and Production Coordinator for all the health education publications of the Rutgers University Health Services Department in charge of annual workload including general project development, creation of print and production schedules, oversee of design of all the Department of Health Education's brochures, pamphlets, advertisements and flyers.

september 1996 - may 1998

Freelance Designer
During these years I worked independently for a variety of clients such as Laserwave Communications, The Rutgers Targum, and ReCreations Salon.

technical skills

- I have an ever growing proficiency and command of such internet-based advances as:

Standards-based XHTML	PHP	E-commerce solutions
Cascading Style Sheets	AJAX	Search Engine Optimization
Javascript and Javascript Libraries	Flash/Actionscript	Social Media Integration
	Content Management Systems	

- Excellent understanding of the Macintosh and Personal Computing (PC) systems, from hardware to software, as well as the technical attributes of a variety of printers, scanners, digital cameras, mobile technologies and other peripherals.
- Highly skilled in digital typography and layout; photo correction and editing; on-site photo shoots; electronic illustration, image creation, and logo development as well as all aspects of pre-press and high-volume output, both traditional offset and digital.
- Proficient in the use of:

Adobe Photoshop	skEdit	Microsoft Word
Adobe Illustrator	Coda	Microsoft PowerPoint
Adobe InDesign	Adobe Flash	Microsoft Excel
Quark Xpress		



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salary

Salary requirements are open.

Past salary arrangements fell between \$35 to \$85 per hour, depending on project and position.

references

Incompra Design

414 South Olive Street

Media PA 19063

610.724.9889

Contact: Sara Hodgson (incompra@gmail.com)

Parlour Design - closed after 9/11 disaster

648 Broadway, Suite 403

New York, NY 10013

Contact: Sheena Calvert (sheena.calvert@btopenworld.com)

The Rickard Group

5 Snowden Road

Bala Cynwyd PA 19004

609-466-4343

Contact: Wendy Rickard (rickard@rickardgroup.com)

Dr. Ted Eisenberg, DO, FACOS

316 Maplewood Road

Merion Station PA 19066-1031

610-664-8245

Contact: Dr. Ted Eisenberg