

education

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

work experience

present

Freelance Graphic Artist and Web Developer

Since 2004, I have worked to help achieve the goals of nonprofits, start-ups, organizations, and small businesses by communicating who they are, what they do, and why they do it best. My role in this flexible and creative entrepreneurial space has utilized my skills in design, graphics, marketing, advertising, online visibility, and creative communications to continuously help clients realize their aims and promote their successes. Over the last decade, my independent work with anoki.net and group work with Incompra Design has enriched my portfolio with a range of highly successful printed materials, fundraising strategies, marketing initiatives, and web destinations.

Co-Author

In 2009, I was honored to co-edit a 190-page textbook entitled *The New Graphic Design School: A Foundation Course in Principles and Practice* with my previous university professor. My focus involved Web Technologies, Print Production Issues, Digital Printing, Programs and Commercial Applications. The textbook is presently being sold in different languages to universities and colleges around the globe.

Educator

Recently, I have been leading a series of classes at the Digital Gym Media Arts Center in San Diego focusing on teaching working professionals Branding, Wordpress, and Online Analytics.

april 2002 to
june 2005

Freelance Art Director and Graphic Artist

Offered my services as a Freelance Art Director and Graphic Artist 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 healthcare facilities, Fortune 500 clients, special community projects and fundraisers, as well as educational institutions and non-profit campaigns. In my spare time I launched a small clothing line called NGD which sold in area shops and conventions.

january 1999 to
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 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, and The National Foundation for Jewish Culture.

may 1999 -
august 2001

Publications Manager
Publications Department
Rutgers University
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.

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 and creatively for a variety of clients such as Laserwave Communications ("Home of the \$99 Logo"), The Rutgers Targum, and ReCreations Salon.

technical skills

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

| | | |
|-----------------------|----------------------------|------------------------------|
| HTML5/XHTML | PHP | Social Media Integration |
| CSS3/CSS2 | Flash Animation | Paypal/Ecommerce Integration |
| JQuery and Javascript | Search Engine Optimization | Web Analytics and Reporting |

I have an excellent understanding of the Apple OS, Microsoft Windows, Ubuntu, Android, and iOS systems, from hardware to software, as well as the technical attributes of a variety of printers, scanners, digital photography and video, mobile technologies and other peripherals.

I am highly skilled in digital typography and layout; illustration and all levels of branding development; large and small publication creation; photo correction and editing; on-site photo shoots as well as all aspects of pre-press and high-volume output, both traditional offset and digital.

Proficient in the use of:

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|-------------------|-------------------|----------------------|
| skEdit | Wordpress, Drupal | Quark Xpress |
| Adobe Illustrator | MailChimp | Microsoft PowerPoint |
| Adobe Photoshop | Constant Contact | Microsoft Word |
| Adobe InDesign | Prezi | Microsoft Excel |
| Adobe Flash | Google Analytics | |



anoki casey

3565 1st Ave, F San Diego, CA 92103

267.294.4134 • anoki@anoki.net • www.anoki.net

salary

Salary requirements are open.

Past salary arrangements fell between \$25 to \$65 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)

Dr. Ted Eisenberg, DO, FACOS

316 Maplewood Road

Merion Station PA 19066-1031

610-664-8245

Contact: Joyce and Dr. Ted Eisenberg