

Bryson LaCasse

GRAPHIC DESIGNER

BRAND MANAGER | CREATIVE THINKER | SELF-MOTIVATOR
SOLUTION SEEKER | TEAM PLAYER | DEADLINE DESTROYER

Exceptional creative graphic designer and brand management expert with a strategized sense of print and digital design used to bring unique visuals to build and maintain a multitude of brands with ease of meeting tight deadlines under any circumstance.

CONTACT INFO



(615) 892-9482



design.bryson@gmail.com



www.designsbybry.com

EDUCATION

BFA Graphic Design - 2018
Western Kentucky University

SKILLS

ADOBE INDESIGN

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE XD

ADOBE ACROBAT

CANVA

MICROSOFT OFFICE

BRAND MANAGEMENT

BRAND DESIGN

PROBLEM-SOLVING

CLEAR COMMUNICATION

ADOBE AFTER EFFECTS

ADOBE PREMIERE PRO

WORDPRESS

MAILCHIMP

EXPERIENCE

ARSENAL MEDIA GROUP

Graphic Designer | Feb. 2022 - Present

- Collaborating with several creative co-workers to create digital and print graphics to promote needs of several clients as well as balancing multiple brand standards at once.
- Creating upscale graphics to visually represent multiple clients who are running for office across the country. Including Kari Lake, Madison Cawthorn, Cait Corrigan, and many others.
- Meeting tight deadlines consistently for digital graphic projects.
- Using multiple design programs to fully accomplish needs of the client's graphics.

NASHVILLE RESCUE MISSION

Graphic Design Manager | Feb. 2019 - Feb. 2022

- Designed monthly newsletters several months in advance as well as maintained good relationship with local print companies to achieve good production quality and speed.
- Met consistent deadlines to create unique digital assets for email, social media, and website marketing plans.
- Managed the Mission's brand across multiple avenues to maintain a consistent design in all represented visuals.
- Enhanced the branding of special events and strategic campaigns by designing various forms of print and digital media.

NORTHRIDGE CHURCH

Media Assistant / Graphic Designer | Feb. 2015 - Dec. 2018

- Designed print and digital graphics for various forms of media to support special events and maintain social media channels.
- Created an improved brand identity for the main church as well as their youth and children's ministries.
- Assisted various team members by producing and editing videos for weekly announcements and sermon series.