

C.V. AUGUST 2023

**Hello. I'm Kit Casey –
a Design Director with a
talent for merging
business smarts with
captivating product design
and experience strategies.
Multi-tasking pro, designer
of narratives and pixels,
and harmonizer of teams.**

CRAFT

Artistry of a visual designer, mind of a UX designer.
Crafter of moodboards, design systems, and
meaningful presentations (pitch or otherwise). Design
tools: Figma, Sketch, Adobe Creative Suite, Miro,
Mural, Invision, Keynote, and PPT.

APTITUDE

Communicator, conflict resolver, advocate, social
coordinator, and generalist in planning, problem
finding & solving, and common sense. An uncanny
ability to save dying plants. 🌱

EDUCATION

University of Minnesota, Twin Cities, BS Graphic
Design & Art Major, '04-'07

- D1 Women's Rowing Team
- Rowing Scholarship Recipient
- Champion, Big Ten '07
- Champion, NCAA '07

Lancaster University, Fall '03, Study Abroad

University of Wisconsin, Eau Claire, '02-'04,
Psychology

ON-THE-SIDE

Cotuit Center for the Arts, Amateur Ceramics
Riverside Boat Club, '08-Present • Women's Team
Captain '09-'11 • Board, Secretary '12-'14 • Board,
Vice President '14-'17

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frog

DESIGN DIRECTOR • SEPTEMBER 2021 - PRESENT

As a day-to-day engagement leader, I guide teams of designers, product managers, technologists, and strategists. I work to build collaborative relationships with clients while advising and supporting my project team across every stage of a project lifecycle to ensure that the concepts and design decisions are sensitive to both the needs of users and our client's businesses. When information is ambiguous and the project challenging, I chart a clear path forward. As a design leader, I manage and engage with direct reports and provide guidance to others within my studio and projects as well as participate in the growth of the Austin studio via talent acquisition and business development (new and organic pursuits)—shaping, scoping, and crafting narratives, and proposals as needed.

Publicis Sapient

ASSOC. CREATIVE DIRECTOR • SEPTEMBER 2013 - SEPTEMBER 2021

Bridge the gaps of product design between UX, visual design, strategy, and development for new products and/or improving existing experiences. Responsible for pitching new business and shepherding work through the process, identifying deliverables, estimating effort, and ensuring collaboration across cross-functional teams. Expert in curating information, I can build a clear narrative and articulate it to various stakeholders, cross-functional partners, and C-suite clients for project alignment. As a leader, I help design delightful, cohesive, narrative-driven B2B and B2C mobile & web experiences while mentoring and managing multidisciplinary teams.

Almighty

ART DIRECTOR • OCTOBER 2010 - SEPTEMBER 2013

Design and strategize: interactive websites, micro-sites, and interactive components within the digital realm - as well as considering the environment in which users interact with the design (i.e., on a computer screen or at a marathon expo center on an iPad).

Genuine Interactive

SENIOR DESIGNER • APRIL 2009 - OCTOBER 2010

Senior designer for websites encompassing travel, employee incentives, food + beverage, science, housing, and art. Clients: Museum of Fine Arts, Boston, Mass Mutual, Recket Beckinser, Tribe Hummus, TharpeRobbins, and local New England companies.

Carat

DESIGNER • MARCH 2008 - APRIL 2009

Design and concept micro-sites and online advertisements to engage consumers with products while coexisting with established brand guidelines. Production design for online advertisements.