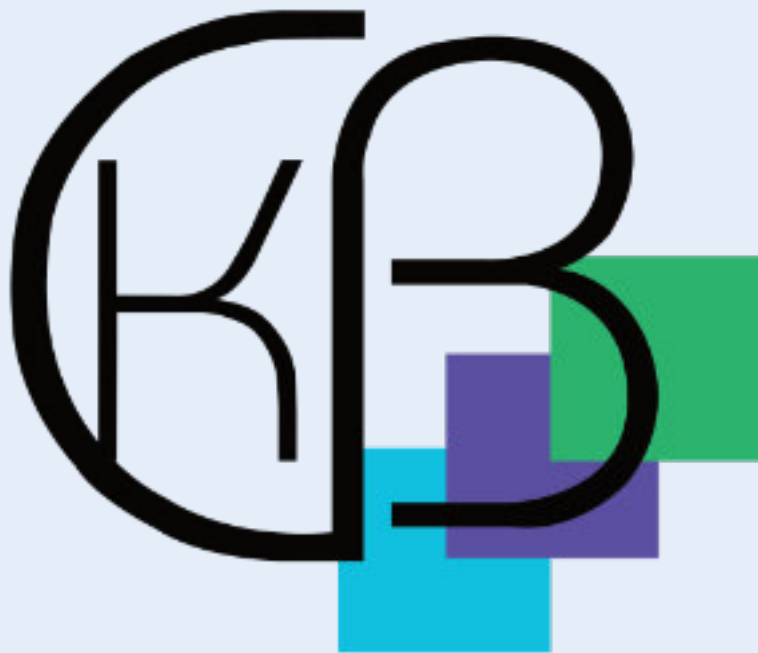


Casey Kay B

Instagram: @caseykayb
caseykayb123@gmail.com
caseykayb.com



Graphic Design Portfolio



Skills

Computer programs on iOS, Mac and Windows operating systems including:

- Microsoft Office (including Access) and equivalent
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Affinity Designer, Photo, and Publisher
- Wordpress and other blogging platforms (including basic HTML and CSS)
- Audacity
- Procreate and Canva

Experience

Voice Over Artist

Freelance — 2019-Present

- Record, edit, and deliver clean and clear voiceover from client scripts
- Coordinate and manage project timelines to meet client deadlines
- Communicate clearly in a virtual environment through email, messaging software, and virtual organization platforms

Surface Pattern Designer

Self-employed — 2019-Present

- Sketch, draw, and digitally finalize designs in Procreate, Illustrator, or Photoshop
- Scale, upload, and apply designs to print-on-demand platforms (Redbubble, Spoonflower)
- Promote via social media channels

Knit/Crochet Pattern Designer

Self-Employed— 2012-Present

- Ideate, conceptualize, and sketch designs
- Swatch, calculate, and scale stitch patterns
- Make and photograph samples to include in final PDF
- Write and layout written pattern instructions and charts into easy to follow PDFs
- Upload to sales channels and promote via social media channels

Private Nanny/Babysitter

Los Angeles County — 2011-Present

- Coordinate schedules and facilitate transport of multiple children to various activities.
- Set up, maintain, and assist with use of technology, particularly in the scope of virtual meetings and schooling on computers and tablets
- Multitasking in an ever-changing environment to accomplish and direct tasks

Previous Experience

Customer Service and Visual Merchandising — Patchwork Penguin Quilt Shop Nursery Worker — Crescenta Valley MOPS
Personal Assistant — Private Client
Customer Service — Joann Fabrics

Education

Certificate — Graphic Design by California Institute of the Arts on Coursera — 2023
Certificate — Google Digital Marketing & E-commerce by Google on Coursera — 2022
Associate of Arts, Fashion Design—Fashion Institute of Design and Merchandising, Los Angeles, CA—2010



Introduction

I earned an associate's degree in fashion design from FIDM where I learned my way around the Adobe Creative Suite as well as a firm foundation in branding.

From there, I worked at a local quilt shop where I continued to use those skills and build upon them with website and e-commerce management.

I also began creating and selling surface patterns through print on demand services like Redbubble and Spoonflower.

Recently, I completed the Graphic Design Specialization from CalArts through Coursera where I reinforced those skills as well as taking a deeper look at typography, layout, and branding.

For over the past decade, I have been a nanny which has really built up my time management and organizational skillset.

I am also a freelance voice over actor which is fully remote and requires the use of different project management platforms, which I am always eager to learn more about and use more often.

Personal Branding



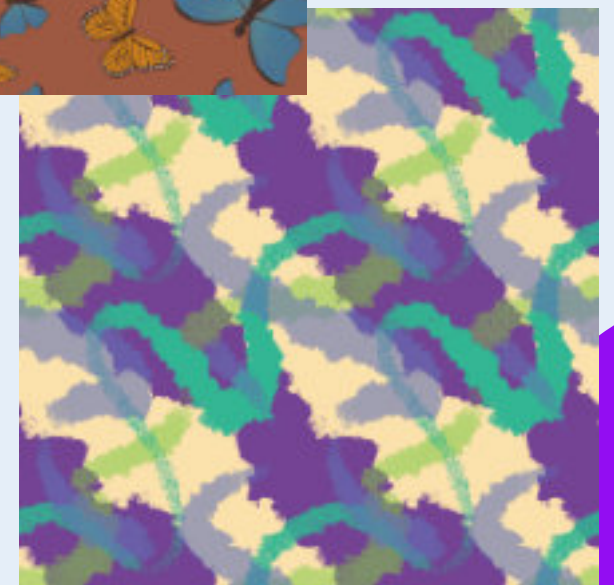
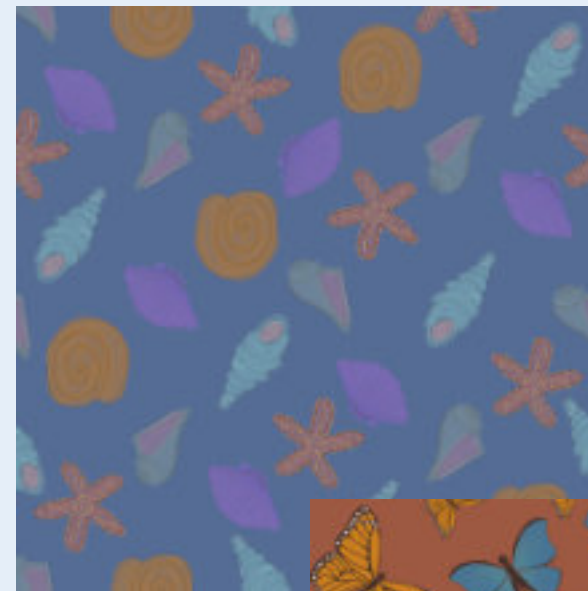
This is my own personal branding suite, including my logo, business card, and letterhead.



This suite was created for a client who requested a fairy feel with a specific sample of colors to use in the logo, which I then extrapolated into the other colors of the suite. I also provided her with a page of business cards to be printed on her home printer. (All personally identifying information has been redacted for portfolio purposes).



Surface Pattern Design

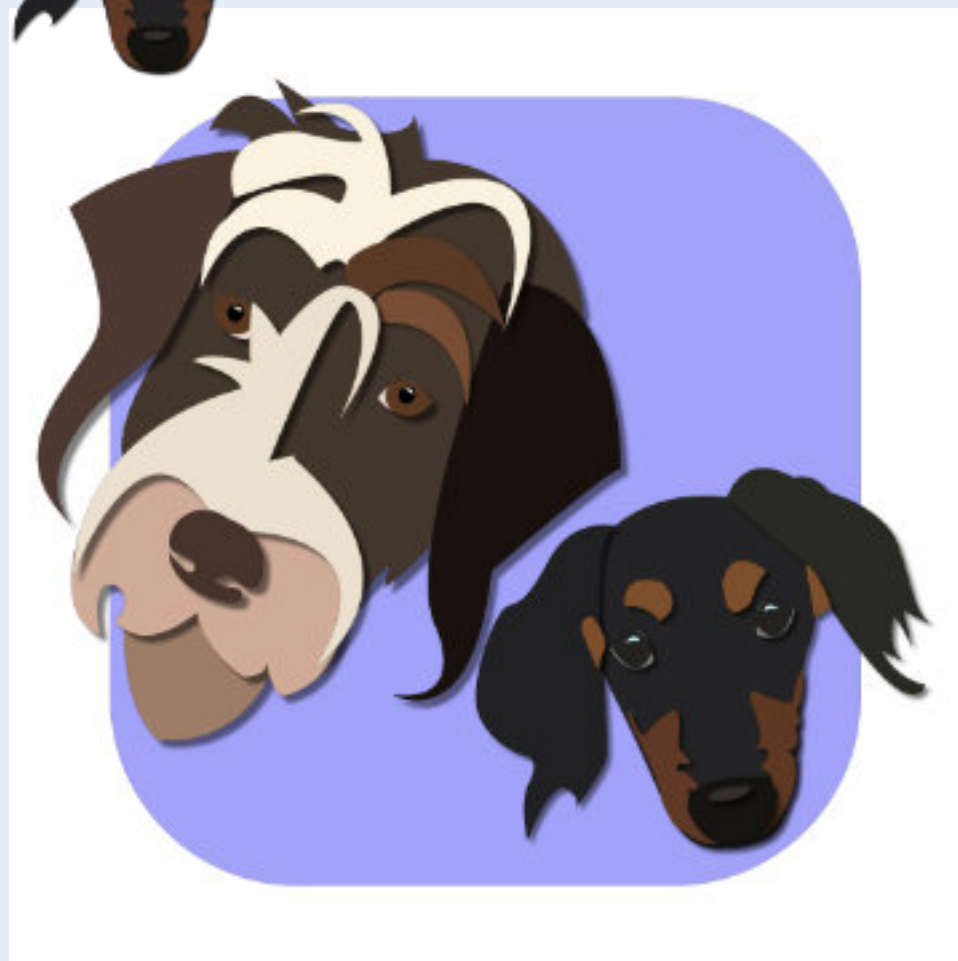


Examples of my
repeating surface
pattern designs

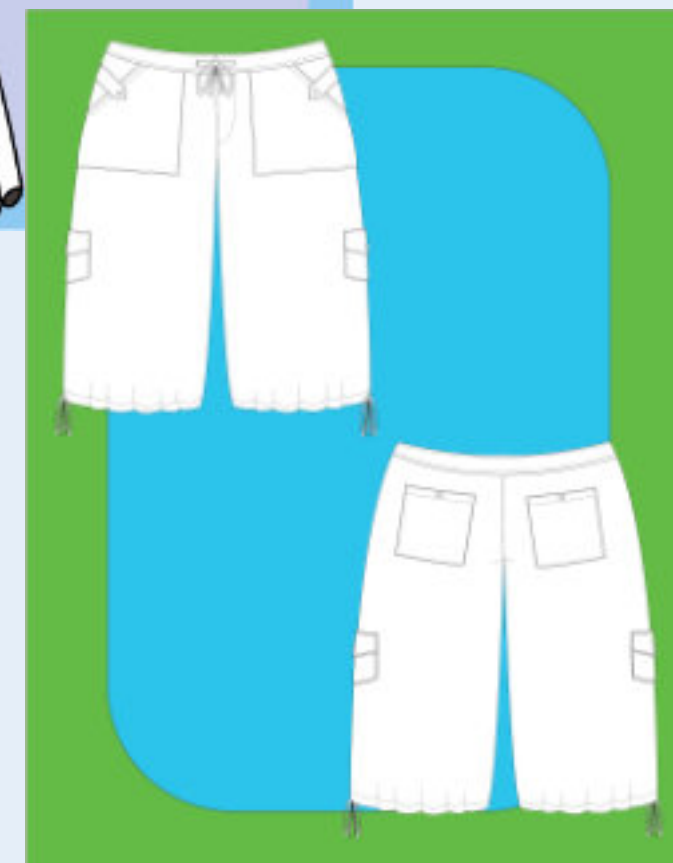
Vector Illustrations



Vector
pet illustrations
from inspiration photos



Flat
fashion
illustrations



Digital Planner

September- December 2022 Planner

A digital PDF planner
I created for myself
for the final four months of 2022
to use with the markup feature
to hand-write to-do lists on my iPad.
It featured a linked table of contents,
linked calendars for each month,
a weekly page,
and list pages each featuring 2 days.

Table of Contents

- September
 - Week 1
 - Week 2
 - Week 3
 - Week 4
 - Week 5
- October
 - Week 1
 - Week 2
 - Week 3
 - Week 4
- November
 - Week 1
 - Week 2
 - Week 3
 - Week 4
- December
 - Week 1
 - Week 2
 - Week 3
 - Week 4
 - Week 5

October 2022

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Daily Lists

[illegible]

Weekly Schedule

Monday	Tuesday
Wednesday	Thursday
Friday	Weekend

Advertising



A “Save the Date” postcard I created for a local non-profit in 2013 in Photoshop.

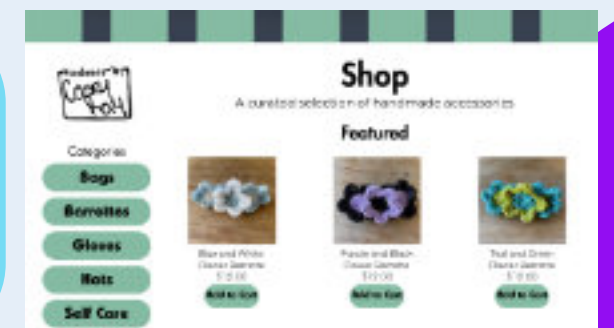
An image I created for use on freelance sites



Mock Projects



Mock projects I created while taking a Graphic Design Specialization course.





Graphic Design Portfolio

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2024