

Casey Bartholomew

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Industry Experience

Senior Web Designer, Loewy Design, Melville, NY (3/10 - Present)

- Conceptualized and designed websites, e-commerce sites and interfaces.
- Designed email marketing newsletters for clients such as Splenda and Viactiv.
- Created layouts, banners and graphics for social networking websites.
- Researched and produced UI materials including sitemaps, wireframes and use case scenarios.
- Acted as project manager of website maintenance, development and liaison with clientele, organizing project from beginning phase to launch.

Founder, Celebrity Beauty Buzz (4/08 - Present)

- Creator of Celebrity Beauty Buzz blog, receiving over a quarter of a million visitors every month.
- Researched and implemented methods for maximizing advertising revenue and increasing search engine optimization.

Senior Web Designer, BigBuzz, Melville, NY (11/06 - 3/10)

- Designed and developed website designs for clients including Brother, Ripley's Believe It Or Not! and McCann's Irish Oatmeal
- Developed brand identity and print collateral for FUJI Film and Jewelry.com.
- Created interactive, high impact Flash animations.
- Introduced WordPress integration as a more cost effective means for creating a content management system.

Graphic Designer, Ramp Organization, Port Jefferson, NY (2/04 - 11/06)

- Designed websites for a large automotive dealership in-house Art Department.
- Created email newsletters, direct mailers, print ads and showroom displays.
- Responsible for updating Ramp's five websites with new marketing incentive deals in effort to increase sales volume.
- Acted as the liaison between the company and their ad agency.

Education

B.F.A Visual Arts, Long Island University, C.W. Post (2003)

- Graduated Magna Cum Laude.
- Recipient of the "Excellence in Design" award from Department of Visual Arts.

Skills

Adobe Photoshop
Adobe Dreamweaver
InDesign
Wordpress
Adobe Illustrator
Adobe Flash
QuarkXpress
HTML
CSS
Art Direction

Highlights

2008

Won Best of Long Island (BOLI) award for Business-to-Consumer website Davi Weddings.

2003

Showcased in *Layers* magazine Before and After featured designs.