

Casey Griffith

caseylg@bellsouth.net · (336) 213-3853 · [linkedin.com/in/casey-griffith](https://www.linkedin.com/in/casey-griffith) · [caseylgriffith.com](https://www.caseylgriffith.com)

EDUCATION

University of North Carolina at Chapel Hill

B.A., Media and Journalism (Expected December 2024)

EXPERIENCE

Graphic Designer, **Media Hub**, Chapel Hill, NC

August 2024-

- Worked with a team of other student journalists to produce professional-level news packages on stories relevant at the local, state and national levels. Focus on designing accompanying graphics and preparing pitch materials for outside publication.

Communications Intern, **Duke University Graduate School**, Durham, NC

March 2024-

- Developed graphics for social media channels regarding upcoming events and important information.
- Collaborated on developing The Graduate School's Annual Report by designing the site within Carrd with special attention to typography, photography, and navigability.

Graphic Designer, **The Daily Tar Heel**, Chapel Hill, NC

February 2024-

- Collaborated with reporters to design visually engaging graphics relevant to published stories for print and online publication.
- Worked with the design team to build streamlined pages for weekly print editions and special publications of the newspaper in Adobe Illustrator.

Fellow, **NC Governor's School East**, Raleigh, NC

Summers of 2022 and 2023

- Communications Team: Assisted in the development of the annual summer book by attending and photographing classes and campus events; assisted in documentation of major campus events such as performing arts concerts.
- Area III: Attended and co-led Area III (moral & ethical dilemma) classes to strengthen team-building and foster open communication among students.
- Resident Assistant: Assisted in supervising 60 hall residents, raising awareness about campus events and responding to conflicts, requests and emergencies.

Communications Team Member, **UNC Campus Y**, Chapel Hill, NC

August 2020-May 2021

- Collaborated with team members to expand social media channels to a following base of 6,000 across all platforms.
- Assisted with capturing and analyzing social media metrics on Instagram and Facebook.
- Worked with team members to raise overall engagement with the organization by developing engaging online content such as story takeovers and Q&As with member student organizations.

RELEVANT COURSES

Information Graphics

Spring 2023

- Used Adobe Illustrator and Photoshop to design three infographics with prompts of entertainment, how-to/beginner's guides and free choice.
- Served as co-assistant art director in the development of a class-wide magazine on the topic of reproductive justice, helping to design the style guide and reaching out to credible sources to speak to the class on our topic.

Foundations of Graphic Design

Fall 2022

- Used Adobe Illustrator to develop a personal identity design, including a logo, business card and letterhead.
- Used Adobe Photoshop and Illustrator to design promotional posters for a local event.
- Used Adobe InDesign to design three magazine spreads promoting a film.

News Editing

Spring 2022

- Learned AP Style and how to edit for clarity and conciseness.
- Practiced writing original headlines, captions and tweets for news stories online or in print, with focus on SEO for digital content.
- Collaborated with feature writing students to edit and post online articles.

SKILLS

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AP Style | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe XD | Carrd | Canva | Intermediate Spanish
| Novice American Sign Language