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Margot Elena Companies & Collections, OCT 2019-PRESENT

Lead Designer

Thoughtful
Dialogue
Creative
Whimsy
Disciplined
Execution

Conceptualizes new product line extensions and related campaigns for luxury brands Lollia and TokyoMilk

Wins company competition to imagine a new product line; concept is selected for future production

Creates seasonal advertising campaigns and provides assets to the digital agency

Designs biennial catalog, overseeing photography and print production

Directs email and social media efforts, overseeing four staff members and reporting to management

Executes across packaging, print, photography, digital advertising, social media, and email channels

Milwaukee Art Museum, JAN 2017-AUG 2019

Creative Director

Oversaw print, digital, social, video, environmental, and interactive creative

Supervised a team of five
Contributed on the Museum Senior Management Team

Managed the department budget of \$600,000 annually

Implemented Museum-wide adoption of Basecamp for efficiency and transparency

Applied systems knowledge to diagram and formalize key institutional processes

Measurably improved goal demographic alignment and ticket sales with MAM After Dark repositioning

Museum of Contemporary Art Jacksonville, SEPT 2012-DEC 2016

Creative Director

Envisioned and executed a rebrand with the Museum's in-house team

Produced tangible results within the first six months following rebrand:

Recognized for *SLOW* exhibition materials in *Print Magazine's* 2013 Regional Design annual

Overhauled the identity and marketing strategy, including logo, website, print, and environmental components

» 50 percent increase in web sessions
» 28 percent increase in paid Museum visitation

Adopted digital project management solutions such as Asana and Weekdone

Casie Simpson Design Studio, NOV 2007-AUG 2012

Owner and Designer

Expanded upon work with established brands such as Accenture, Medtronic, and Xcel Energy

Demonstrated ability to collaborate with remote teams from Chicago to New York to India

Oversaw entire business, from client communications to project delivery

SCHOOL

University of Illinois at Urbana-Champaign

BFA in graphic design, May 2005

TECH

Adobe Creative Suite
G Suite
Microsoft Office

JOY

Skiing tall mountains
Exploring museums
Growing xeric gardens
Fireside chats