

# CASON PILLIOD



## CONTACT

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## AREAS OF EXPERTISE

### GRAPHIC DESIGN

### PRINT & WEB PRODUCTION

### CONTENT MANAGEMENT

### VISUAL BRANDING

### LAYOUT DESIGN

### ASSET MANAGEMENT

### MARKETING CAMPAIGNS

### PROJECT MANAGEMENT

### SERVER MANAGEMENT

### CLIENT & VENDOR RELATIONS

### REQUIREMENTS GATHERING

### CROSS-FUNCTIONAL COLLABORATION

## EDUCATION

### BACHELOR, FINE ARTS

Southwestern University

## DESIGN & TECHNICAL SKILLS

### ADobe Creative Cloud:

InDesign, Photoshop, Illustrator, Acrobat, XD

### Microsoft Office:

Word, Excel, PowerPoint, Outlook

### Content Management:

Drupal, WordPress

## SUMMARY

A meticulous senior-level production artist and graphic design professional with experience coordinating, developing, and executing design solutions capable of communicating a client's vision, driving brand value, and engaging target audiences in print, digital, and web-based environments

## PROFESSIONAL EXPERIENCE

*RR Donnelley* | April 2025 - Present

### PRODUCTION ARTIST

- Produce retail marketing and promotional materials for print and POP signage
- Monitor deliverables to ensure quality and maintain compliance with client and vendor specifications
- Build, maintain, and manage digital asset library

*Sherry Matthews Group* | June 2021 - April 2025

### SENIOR PRODUCTION ARTIST

- Produced advocacy-based marketing and promotional materials for web, print, and large-format signage
- Monitored deliverables to ensure quality and maintain compliance with specifications for a portfolio of concurrent projects, demonstrating an ability to multi-task while meeting tight deadlines
- Developed and refined design processes and procedures to ensure continuous improvement company-wide
- Built new systems of asset management, server and file structure, and nomenclature

*At Home (Retailer)* | April 2021 - May 2021

### PRODUCTION ARTIST (CONTRACTOR)

- Produced marketing and promotional materials for email and direct mail campaigns based on input from Creative
- Managed copy, layout, and image revisions to ensure changes meet corporate and brand guidelines

*Javelin Agency* | Jul 2020 - Sep 2020

### PRODUCTION ARTIST (CONTRACTOR)

- Produced marketing and promotional materials for email and direct mail campaigns based on input from Creative and clients
- Managed copy, layout, and image revisions to ensure changes met corporate and brand guidelines
- Employed a strong aptitude for design and an ability to translate complex concepts and turn them into deliverables that support client objectives

*Tandem Theory* | Feb 2019 - Mar 2020

### SENIOR PRODUCTION ARTIST

- Managed projects to delivery, working both independently and as a part of a team of designers and artists to translate the client's vision into tangible products
- Monitored deliverables to ensure quality and maintain compliance with specifications for a portfolio of concurrent projects, demonstrating an ability to multi-task while meeting tight deadlines
- Produced technically accurate and functional files to be released to print vendors and clients

*Ansira* | Dec 2014 - Jan 2019

### SENIOR PRODUCTION ARTIST

- Produced updated POP, FSI, and direct mail print media for a portfolio of retail clients, leveraging branding and design experience to deliver a cohesive, creative brand image
- Monitored production for quality and compliance, ensuring deliverables met standards
- Demonstrated a keen eye for detail, consistently delivering beyond expectations and providing clients high levels of service
- Produced mock-ups, creative briefs, and presentation pieces for approval prior to project execution, working with clients to negotiate revisions
- Supported the development and refinement of design processes and procedures to ensure continuous improvement department-wide

*Mitel* | Sep 2014 - Dec 2014

### GRAPHIC DESIGNER (CONTRACTOR)

- Managed digital content library housing images and documents associated with company assets

*Kalkomey Enterprises* | Dec 2006 - Sep 2014

### SENIOR PRINT & WEB PRODUCTION ARTIST

- Produced and managed the distribution of educational content across 500+ print and digital media platforms