

Casey Diebold

Experienced E-Commerce Digital Designer, Animator, & Photoshop Expert

Glendale, CA 91203

casey.diebold@gmail.com

(512) 688-9621

Experienced E-Commerce Digital Designer, Animator, & Photoshop Expert, seeking to join exciting creative teams to make vibrant, eye-grabbing work we can all be proud of :)

Portfolio Website:

<https://caseydieboldfaf0.myportfolio.com/>

Authorized to work in the US for any employer

Work Experience

Sr. Digital Designer, 2D Animator, Photoshop Expert (Freelance)

Casey Diebold Art & Design - Los Angeles, CA

September 2005 to Present

- 3 decades of experience in Photoshop: photo-editing, design, typography, illustration, color-correcting, and retouching
- E-commerce / Ad design and production (animated & static)
- Logo Design & Brand Identities
- Drafting interior floor maps of malls and hospitals, for use in Google Maps
- Experimental video editing and production
- AI Art production subject matter expert & consulting
- AI Prompt Engineer / Testing

Skillsets required: Adobe Photoshop, Adobe Illustrator, Adobe Animate, Adobe After Effects, Dalle 2, Stable Diffusion, Google Colab, Midjourney, Adobe Firefly, Adobe Photoshop Generative AI, Microsoft Office,

Clients include: AMD, Elle.com, Phunware, Dynamic Body Mechanic, M3 Design, Firebrand Group, Dept. 5,

E-Commerce Digital Designer & 2D Animator

Advantage Solutions - Los Angeles, CA

February 2022 to August 2023

- Collaborated remotely to design, iterate, and innovate on top level e-commerce content for top-shelf internationally-known liquor brands on platforms such as Instacart, Target.com, and Walmart.com.
- The projects required an expert-level proficiency in Adobe Photoshop for designing, editing, and retouching, as well as a knack for understanding and mirroring a brand's voice -- which is an area in which I really enjoy and have found a lot of success.
- My Lagavulin Offerman 3.0, and Bailey's Vanilla Mint Shake brand store project received exceptional feedback from clients and led to its global implementation by the client's in-house creative team.
- Filled-in to help out with 2D motion graphic animation in After Effects when needed.

Our creative team at Advantage Solutions was honestly one of the most dynamic, talented, inspiring, and professional teams I've ever had the privilege of working with, and I absolutely love the work we've achieved! 10/10, would do it again.

Clients: Bailey's, Crown Royal, Captain Morgan, Aviation American Gin, Ketel One, Seagram's 7, Don Julio, Lagavulin Whisky, Loyal 9 Cocktails, Astral Tequila, Cascade Moon, Orphan Barrel, and more.

Skillsets: Adobe Photoshop, Adobe Illustrator, Asana, Microsoft Office, Microsoft Teams, Sharepoint, CDNs, Adobe After Effects

Senior Digital Designer

Nexstar Broadcasting Group, Inc - Austin, TX

January 2014 to December 2017

- Animated and static banner ads, landing pages, and email campaigns.
- Leadership: Lead a small team of designers and was responsible for offering feedback, mentoring and direction, delegating projects, and resolving client issues.
- Q/A: Made sure that the final product displayed correctly, followed our best practices, and showed off the client in the best way possible.

Clients Include: Honda, Chevrolet, Goodwill, Salvation Army, YMCA, Nissan, Wendy's, McDonald's, AARP, American Cancer Society, and many more.

TV Commercial Storyboard Artist (Freelance)

Casey Diebold Art & Design - Austin, TX

August 2000 to November 2015

Pre-production for television commercials for the U.S., Latin, and European markets. Type of work included:

- Pre-production and Shoot Storyboards on tight deadlines.
- Conceptual Art and Co-Writing
- On-set Film Production Assisting

Skillsets: Adobe Photoshop, illustration, writing, collaborating, research & development, all-nighters.

Clients include: Dell, Alienware, Nair, Nivea, Rexona, NCAA Basketball, and Virgin Mobile

Digital Designer & Animator, Video Encoding Specialist

Tremor Video - New York, NY

September 2007 to September 2012

- Designed, storyboarded, coded, and produced interactive, animated banner ads and expanding ad mini-sites for hundreds of blue chip companies.
- Leadership: Developed and taught our creative team's video-encoding process and best practices.

Skillsets: Adobe Photoshop, Adobe Illustrator, Adobe Flash, Adobe Premiere, Adobe Indesign, Salesforce, Actionscript 2.0 & 3.0, CDNs, HTML5,

Clients include: Chevrolet, Ford, Hasbro, HBO, Comedy Central, History Channel, Spike TV, WWE, Blue Cross Blue Shield, Ziploc, Microsoft, IBM, La Quinta Inn, Holiday Inn, Marriott, Cotton, Fruit of the Loom, Gamestop, and many more.

Education

Bachelor of Fine Arts in Visual Communications / Illustration

Pratt Institute - Brooklyn, NY

2004 to 2007

Skills

- Adobe Photoshop (10+ years)
- Adobe Illustrator (5 years)
- Adobe Flash / Animate (7 years)
- Adobe Edge Animate (3 years)
- Adobe Premiere (7 years)
- Adobe Muse (3 years)
- Storyboarding (for Film/TV/Commercials) (10+ years)
- Graphic Design
- Illustration
- Digital Design
- Adobe Creative Suite
- Typography
- 2D Animation
- Digital art
- Time management
- Color theory
- Video editing
- Trello
- Photo Manipulation
- Logo Design
- Adobe After Effects
- Photography
- Adobe Acrobat
- Branding

Links

<https://caseydieboldfaf0.myportfolio.com/>

<https://www.linkedin.com/in/hey Caseydiebold/>

Assessments

Social media — Proficient

January 2022

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Attention to detail — Proficient

January 2022

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Proficient](#)

Graphic design — Proficient

January 2022

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Additional Information

Letters of Recommendation:

"Casey is an awesome addition, and love having him on my team! His positive energy and excitement he brings to the table is contagious, and his drawing/design knowledge & experience has been a success to one of our hardest clients: Diageo.

Casey is a fantastic drawer/painter/digital artist. One of his first PDP projects for Lagavulin Offerman was so good, that the global team on Diageo wanted to use his ground-up files GLOBALLY.

Casey asks great questions, is self-reliant, and offers many creative solutions to any project. He is very willing to learn, provides great internal feedback to the team, and takes time on projects to avoid mistakes / cut down on edits."

• Andy Stalker, Senior Designer and Team Leader at Advanced Solutions
(andrewstalker346@gmail.com)

"Casey is a talented designer and creative thought leader. I hired and managed Casey for 3 years and was quickly impressed with the quality of his work and ability to build good relationships across teams. When a senior position opened up, I had no doubt that he deserved the promotion and would help take the team to a new level. His leadership for the team was essential in mentoring the newer designers and his insight helped improve our processes. Back when we transitioned into different technologies, I was impressed how Casey took the lead in learning the systems and software we needed to know to be successful. I honestly couldn't have done it without him.

On top of all of that, he is a kind and caring person, and he is one of those people that everyone loves to work with at the office. I'm sure he will go far and would love the opportunity to work with him again someday."

- Cris Almanza, UX Manager at Phunware (cristobal.almanza@gmail.com)

"As a Creative Manager at Tremor Video, I supervised Casey Diebold on our creative services team. He is extremely talented in the Digital Advertising industry and his passion for creative is reflective in his work. He is reliable, attentive, and has a great personality. He has a strong willingness to learn new things, he listens well and is respectful to constructive criticism. He is also a very talented Fine Artist and Painter."

- Marc Ramsey, Creative Director at Brand Networks (mram@bn.co)