

Cassie Mayfield

EXPERIENCE

FCB CHICAGO

Art Director, Oct 2021 - Present

Pitched Terminix and won. Sold work from said pitch including a full campaign. Helped launch Cox Mobile and redesigned Cox's email and direct mail systems. Lead a creative team for an Earth Week campaign.

MANIFEST DIGITAL AGENCY

Jr. Art director, Aug 2019 - Oct 2021

Launched campaigns for CDW and Delta Faucets. Introduced innovative social content to Alamo Rent-A-Car. Concepted and scripted video episodes for Primrose Schools.

Art Director Intern, May 2019 - Aug 2019

Created and photographed social posts for clients including food and product shots. Helped design a portable photoshoot set for Primrose Schools. Built a campaign and designed branding for Alamo.

FREELANCE DESIGNER

UN Women Chicago, June 2018 - 2019

Designed posters, website graphics, decks, social media posts, internal communications graphics, and instagram stories for events.

EDUCATION

CHICAGO PORTFOLIO SCHOOL

Art Direction, May 2018-May 2019

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BS in Advertising, Aug 2014- May 2018

Minor in Art +Design, Public Relations and Business

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CLIENTS

Terminix, Cox and Cox Mobile, Next Era Energy, Ghirardelli, HP, Primrose Schools, Delta Faucets, CDW, Alamo Rent-A-Car, UN Women, Paper and Packaging Board, Egglund's Best

SKILLS

Concepting, branding, storyboarding, storytelling, visual ideation, design, social media, illustration, motion graphics, animation, Tik Tok References, Movie Trivia, Arts and Crafts

PROGRAMS

Adobe Creative Suite: Photoshop, Illustrator, After Effects, Indesign, Premiere Pro, Lightroom, Acrobat; Midjourney, Sketch, Quark, HTML, CSS, JavaScript