

# PATRICK CASHIN

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cashindesign.com/s/Portfolio.pdf

**EXPERTISE:** 15+ YEARS: Adobe Photoshop, Adobe Illustrator Adobe InDesign, Microsoft Office, Adobe Creative Suite, Photo Retouching, Illustrations  
10 YEARS: Packaging Design, Adobe Lightroom, Photography, HTML5, CSS, Adobe After Effects, Adobe Premiere Pro  
5 YEARS: Video Editing, Maya, Blender, Adobe XD, Sketch, Figma, Colour Contrast Analyser (ADA), WCAG 2.0 and above - Level AA

**ACADEMICS** **Technology, Communications Design** Fashion Institute of Technology - NEW YORK, NY, 2009 TO 2013  
**Certificate of Achievement in Skills for First Time Managers** Dale Carnegie Training - BROOKLYN, NY, 2009  
**3D Animation** School of Visual Arts - New York, NY, 2006  
**Computer Science** Alfred State College - Alfred, NY, 2003 to 2005

- Mr. Cashin is a senior Graphic Designer with more than 15 years of professional experience managing and coordinating projects from concept to completion.
- Works directly with clients to develop ideas, create designs, and meet deadlines and requirements on a consistent basis.
- Build, motivate, and direct design teams while also coordinating freelance designers, consultants, and vendors to ensure project requirements are met
- Expertly convert features to benefits to achieve client objectives using the company branding
- Collaboration skills and the ability to accept constructive criticism/feedback
- Uses a variety of channels to visually communicate brand identity to the audience
- Proficiency in Photoshop, Illustrator, InDesign, Sketch, Figma, and an interest in learning all tools that might help improve delivery process as company grows

## PROFESSIONAL EXPERIENCE

### JPMORGAN,

Graphic Designer—NEW YORK, NY, 1/2020–PRESENT

- Excellent knowledge of accessibility standard WCAG 2.0 and above-Level AA and the Americans with Disabilities Act (ADA) in respect to accessible design laying out and formatting ADA-compliant documents
- An understanding of screen-reader software and designing documents to be read aloud
- Shifting priorities and be vigilant to keep projects moving forward to hit deadlines
- Assist with the creation and management of all brand guidelines

### CASHIN DESIGN,

Art Director, Photographer—NEW YORK, NY, 9/2006–PRESENT

- Provide consulting for small local businesses (branding marketing, website development, etc.)
- Convey interactive storytelling using compelling visual/user interactive design thought out user experience (mobile apps, responsive web apps, etc.)
- Interpreted client's needs, vision, and strategy to ensure cost-effective advertising campaigns
- Create promotional package (posters, flyers, and business cards, etc.)
- Photography (headshots, products for advertising purposes, events and behind the scenes)

### ADJMI APPAREL GROUP,

Packaging Designer—NEW YORK, NY, 7/2016–8/2019

- Collaborate to develop creative layouts and solutions (main labels, hang tags, jokers, pocket flashers, hardware, and packaging, etc.)
- Understood the fundamentals of the Production process as it impacts Apparel Marketing projects for best results
- Organize projects and deadlines with international manufacturer
- Packaging die line creation and or modification
- Prepare and package print-ready files for packaging
- Review and approve vendor proofs
- Photographed and retouched product images when needed, and be able to prepare images in different formats (jpg, pngs, psds, tiffs, and silhouettes, etc.)

### EVERETT COLLECTION,

Freelance Photographer—NEW YORK, NY, 10/2014–8/2018

- Hands-on experience in providing photographic coverage of live programs, events and parties organized by clients (Tribeca Film Festival, Cannes Film Festival, Hamilton Broadway premiere party, Fashion week, etc.)
- Sound knowledge of digital image editing, manipulation, and restoration
- Outstanding knowledge of various social media sites (Twitter, Facebook, TikTok, etc.)
- Ability to operate digital camera to take interesting visually appealing photos

### SHOWTIME/SMITHSONIAN CHANNEL,

Digital Designer—NEW YORK, NY, 8/2015–5/2016

- Collaborated with UX/UI team to develop product strategy to improve user experience
- Created mobile designs and improve existing app designs
- Worked closely with coders, Design Lead and other UI/UX Designers on implementing and scrutinizing UI components

### THE DOCTOR CHANNEL,

Contract Production Designer—NEW YORK, NY, 3/2015–7/2016

- Created compelling visual/user interactive design as well as thought out user experience (mobile apps, responsive web apps, emails etc.)
- Using UX/UI fundamentals best practices created innovate user experience
- Using strong technical design skills to create fluency in visual storytelling

### THOMAS REUTERS/PRACTICAL LAW,

Contract Art Director—NEW YORK, NY, 10/2014–2/2015

- Collaborate with copywriters and designers for strategic thinking, with an open mind to innovation, on layouts and covers
- Preserved proper legal vocabulary, ensure uniformity and accuracy throughout all artwork and copy

### SACKS COMMUNICATIONS, INC.,

Multimedia Designer—NEW YORK, NY, 3/2014–10/2014

- Used knowledge of print and web current best practices, technologies, and creative standards to create innovate marketing campaigns (small-to-large scale print collateral, image resizing and compression, photoshopping graphics and product imagery, and retouching to imagery)
- Multi-task and shift priorities between print, web, and video
- Director and cinematographer of footage alone or working with a team, and then editing a high-quality trailer

### MASSEY KNAKAL REALTY SERVICES,

Graphic Designer—NEW YORK, NY, 5/2013–2/2014

- Communicated ideas and collect feedback, from all levels of the organization and clients, to create marketing material web and print.
- Created PowerPoint templates for sales team to use when presenting promotions to clients, based on the brand guidelines.
- Built and maintain working files inside a collaborative file structure

### MZBERGER & COMPANY,

Packaging Designer—LONG ISLAND CITY, NY, 5/2012–5/2013

- Designed innovative packaging (Tory Burch, Nicole Miller, Jessica Simpson, and other luxury company)
- Used trend intelligence and understanding of the current and historical business to design and execute specific categories
- Worked with-in an established design style guide to produce technically flawless packaging
- Helped to prepare submissions for licensor approval
- Instinctually problem solve for unique production designed when needed

### CABLEVISION/AMNEWYORK,

Graphic Designer, Production Manager—NEW YORK, NY, 11/2006–4/2012

- Working knowledge of printing processes (4 color, spot colors, mechanical preparation, paper stock and file formats)
- Project supervised cross-team tasks, overseeing junior designers, freelancers, and salespeople.
- Prioritized and managed the processes related to layout design, ad processing, web, and proofing pages for 327,000 circulations
- Translated the client's needs, vision, and strategy to produce effective ads
- Worked closely with national sale team to produce collateral materials to high end clients (HBO, A&E, AMC, Jet Blue, Macy's, Diesel, Citigroup, etc.)