

# CASSIDY HERMAN

## Graphic Designer

### PERSONAL STATEMENT

Dedicated, versatile, and reliable designer with experience in photography, print, and Adobe applications. With a passion for creating visually abstract designs, each project is approached with a unique perspective and attention to detail.

### WORKPLACE SKILLS

Organization, customer service, memorization, adaptability in fast-paced environments, problem-solving, teaching, independent, collaboration, time management, sales, hospitality

### TECHNICAL SKILLS

#### Adobe

Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, Dimension

#### Microsoft

Word, PowerPoint, Excel, Outlook, Teams

#### Other

Cinema 4D

Figma

Procreate

Film & Digital Photography

Printmaking

Creative Writing

Social Media

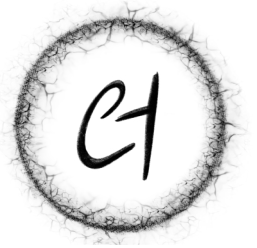
### CONTACT

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### EDUCATION

#### Rasmussen University

2022-2023

BA track in Graphic Design (3.7 GPA)

2D and 3D studies of graphic design elements.

Practical experience in logo design, UX/UI design and research web design, typography, brand production, client pitching, marketing strategies, file formatting and output processes.

Dean's List (2022-23)

#### University of Wisconsin-La Crosse

2016-2021

BA in General Studies of Art and Creative Writing (3.4 GPA)

Direct studies of film photography, printmaking, education and creative writing. Art education lesson planning and teaching for 3 semesters.

Dean's List (2017-2020)

### RECENT WORK EXPERIENCE

#### Minikahda Country Club, Minneapolis, MN

Bartender, 2022-Present

Making craft cocktails, working with VIP clientele, professionalism, teamwork, multiple venue management, organization for event bar work.

#### Book Club Restaurant, Minneapolis, MN

Bartender, 2021-2022

Making craft cocktails, knowledge of all menu and drink items, POS and drawer handling, being a team leader, working in a team environment.

#### The Charmant Hotel, La Crosse, WI

Bartender, 2020-2021

Making craft cocktails, knowledge of all menu and drink items, POS and drawer handling, independent working and closing duties, working in a team environment.

### HONORS/FEATURES

#### The Catalyst Magazine

Film photos selected for cover and feature in magazine edition.

#### Montgomery Painting Grant

Written proposal selected as grant winner for artistic exploration.

#### All-Juried Art Exhibition

Film photo series selected by jury for exhibition.

#### Senior Showcase Exhibition

Display of thesis film photo work for graduation.

#### Photography/Digital Art Exhibitions (3)

National exhibition features from submitted film photos.