

CASEY LOVE

GRAPHIC DESIGN / BRAND IDENTITY / VISUAL STORYTELLING

caseylovegraphics.com | caseyllove@yahoo.com

DESIGN PROFILE

Graphic design and media arts student creating brand identities, illustration, and audience-focused print and digital graphics. Experienced in translating creative briefs and established style guides into coordinated visual work. Former Walt Disney World Cast Member with firsthand understanding of guest communication and themed environments.

EDUCATION

Southern New Hampshire University

Bachelor of Arts, Graphic Design and Media Arts | Expected June 2027

SELECTED DESIGN PROJECTS | SNHU

BeatsFest | Identity Design & Brand Guidelines (GRA 360)

Developed a 15-page brand style guide for a music-streaming concept, detailing logo variations, usage and clear-space rules, typography, color, and image treatments.

Amethyst Bay Resort & Spa | Integrated Advertising (GRA 220)

Created a coordinated magazine ad and animated digital banner. Used Illustrator and Photoshop for layout, image masking, brand consistency, and a concise call to action.

Tech Crowd | Information Design (GRA 330)

Translated mobile technology ownership data into a branded infographic, using visual hierarchy and clear data comparisons to communicate trends across audiences.

Community Cup | Promotional Print Design

Designed a grand-opening poster with a cohesive coffee-inspired palette, refined typography, and a clear reading path for event information.

Ashwing | Book Jacket & Illustration

Designed a fictional book jacket combining original illustrative direction, typography, and composition to communicate the tone of a fantasy story.

CREATIVE STRENGTHS & TOOLS

Creative strengths: Brand identity systems, typography and layout, digital illustration, print and digital campaigns, information design.

Design tools: Adobe Illustrator, Photoshop, InDesign, Fresco, Lightroom, and Adobe Creative Cloud.

PROFESSIONAL EXPERIENCE

Park Greeter | Walt Disney World Resort, Disney's Typhoon Lagoon

Seasonal 2012

Welcomed and assisted guests in a themed park environment, providing information and supporting the guest experience.