

Casey Williams

Senior Graphic & Digital Designer for Brands

EXPERIENCE

Digital Designer

ASICS Digital

April 2022 - May 2025 - 3 years, Boston

Executed digital-first, performance-driven creative for global campaigns and product launches across categories, including performance running, tennis, seasonal marketing and lifestyle/apparel. Designed assets for web, email, social media (paid and organic) and digital e-commerce tailored to resonate with global audiences. Contributed to concept development and creative direction of various global product campaigns. Collaborated with copywriters, creative leads, and cross-functional teams to deliver work that aligned with brand strategy and elevated the ASICS digital presence.

Lead Graphic Designer

Red Light Management

Sept 2018 - April 2022 - 5 years, Nashville

Designed and creatively conceptualized digital, print, and motion assets for 200+ artists, supporting campaigns across album releases, tours, and promotions. Created artwork, merch, lyric videos, and social content while collaborating cross-functionally with marketing, radio, and management teams. Led creative design on major projects such as Sugarland's *There Goes The Neighborhood* album release and mentored junior designers and interns in a fast-paced, high-volume environment.

Freelance Graphic Designer

CWCO Studio

August 2010 - April 2022 - 12 years, Nashville

Created branding, packaging, and merchandise for artists and labels including but not limited to Capitol Records, Nettwerk Records, and GOOD Music. Designed print and digital assets for musicians, brands, and various small businesses. Collaborated with other influential creatives to deliver standout visual assets for various releases and campaigns.

Graphic Design Intern

Big Machine Label Group

July 2016 - Dec 2016 - 6 months, Nashville

Worked in tandem with the Creative Director to design print packaging, digital promos, and social content for artists including Tim McGraw, Rascal Flatts, and Florida Georgia Line. Supported the creative team with production-ready assets and contributed to album campaign development in an extremely fast-paced, collaborative environment.

Graphic Design Intern

Centricity Music

May 2011 - August 2011 - 4 months, Nashville

Designed print and digital assets—including posters, packaging, and web graphics for numerous artists. Designed digital content for Centricity's website and social platforms, helping boost engagement. Adapted quickly in a fast-paced environment while building strong design instincts.



helloimcaseyw@gmail.com

806 206 7722

Nashville, Tennessee

helloimcaseyw.com

Industry Knowledge

Digital Design

Brand Design

Data-Driven Design

Social Media Design

Creative Strategy

Creative Direction

Motion / Animation

UI Design

Web Design

Print Design

Video Editing

Tools & Technologies

Adobe Creative Suite,

Photoshop, Illustrator,

AfterEffects, Figma, XD,

Premiere Pro, InDesign,

Canva, CMS, Microsoft Office

Suite, Microsoft PowerPoint

EDUCATION

Bachelors of Fine Arts in Graphic Design

O'More College of Design

2016 - 2018

Bachelors of Fine Arts in Graphic Design

John Brown University

2009 - 2011 (transferred)