



CASEY NIEDERWERFER | WWW.CASEYNDDESIGN.COM  
7317 SAWMILL RD. | MADISON, WI 53717 | P: 608.206.1029

## EXPERIENCE

---

GRAPHIC ARTIST, JanSport, Inc., Appleton, WI 12/06–present

Work directly with Collegiate sales representatives to design graphics that target the College's student body and alumni. Research, design and engineer custom graphics for screen printing and embroidery applications on JanSport custom products, including apparel and equipment. Provide support for the JanSport Marketing team in catalog layout and design. Responsible for the training and migration from FreeHand MX to Illustrator CS4 for the entire Graphics Department. Headed the Student Ambassador program, providing a direct link of communication from the Graphics Department to the Student Ambassadors.

GRAPHIC ARTIST, The Northwestern, Oshkosh, WI 8/06–12/06

Designed one-color through four-color advertisements for a daily newspaper and monthly magazine publications. Worked directly with sales representatives and customers to achieve a successful final advertisement and to maintain the quality and consistency expectations of various publications. Attention to detail and strong communication skills are necessary in this intense, deadline-driven environment.

ELECTRONIC PRE-PRESS TECHNICIAN, Econoprint, Inc., Madison, WI 7/05–4/06

Responsible for the pre-flight of customer supplied and internal design artwork to achieve an efficient PDF workflow. Utilized innovative software and worked closely with production staff to meet tight deadlines. Used problem solving skills to fulfill customer's expectations. Trained new employee on trapping software, PC platforms and workflow.

CREATIVE DESIGNER, Econoprint, Inc., Madison, WI 7/03–7/05

Designed one-color through four-color collateral for a variety of clients ranging from small businesses to large corporations. Involved in all aspects of project development from client meetings, concept, through to production. Used customer feedback to create clean, effective creative pieces in a quick turnaround environment. Earned an average of \$109.57/hour revenue for the company.

## SOFTWARE KNOWLEDGE

---

Illustrator CS4, Photoshop CS4, InDesign CS4, Dreamweaver CS4, QuarkXPress 6.5, Acrobat Professional, Adobe Bridge, Enfocus Pitstop Professional 6.52, Pagemaker 7, Suitcase X, Streamline 3, Fontographer 4, Freehand MX, EFI OneFlow, Microsoft Publisher, Microsoft Word, Microsoft Excel, PowerPoint. Proficient knowledge of both Mac and PC platforms.

## EDUCATION

---

MADISON AREA TECHNICAL COLLEGE

Associate in Applied Arts Degree, Graphic Design, 2003

FOX VALLEY TECHNICAL COLLEGE

Certificate in Web Design, Graduation Expected Fall 2010

## FREELANCE

---

ECONOPRINT, INC.; On-Call Design Work

THE HISTORY MUSEUM AT THE CASTLE;

“Sports & Spirit” Exhibit logo and Exhibit Branding

BIG BROTHERS BIG SISTERS OF DANE COUNTY;

Letterhead, Envelope and Note card Set-Up

COLLEGE GAMEDAY MAGAZINE; Advertisements

PINEAPPLE PROMOTIONS AND EVENT MANAGEMENT; Identity Package

EASTER SEALS OF WISCONSIN; Brochure

VISIT [WWW.CASEYNDDESIGN.COM](http://WWW.CASEYNDDESIGN.COM) FOR A SAMPLING OF MY PORTFOLIO.