



Cassidy Day

Chicago, IL
cassidyday15@gmail.com

cassidylday.com
504-427-4865

Experience

One North

Design Lead, 2020-Present

Leads projects and designs for both external clients and internal stakeholders spanning brand collateral, social media campaigns, and event design. Provide design governance and support for One North's brand.

Notable clients: Microsoft, Meta, Heidrick & Struggles, Gray Construction, The Assembly

Previous role: Senior designer

Gensler

Brand Designer, 2018-2020

Worked on a team of multidisciplinary designers spanning architecture, interior design, and graphic design to create engaging user experiences and amplify brands through meaningful built environments.

Notable clients: Uber, Mars Wrigley, and Ford

Remedy

Designer, 2017-2018

Worked in a small team environment to create brand identities and marketing collateral for health and wellness companies.

Notable clients: Rush Hospital System, Evive, IBM Watson, and Illinois Medical District.

MESH Marketing + Advertising

Graphic Design Intern, 2016-2017

Created brand identities and advertising campaign collateral, including print and digital materials. Worked as part of the digital team to design websites, create email marketing templates via MailChimp, and build assets to implement strategies for social media campaigns.

Education

Louisiana State University

BFA in Graphic Design
Minor in Business
Administration

Skills

Strategic & analytical

Community driven

Relationship builder

Adobe Creative Suite

Interactive Design +
Prototyping

Microsoft Office Suite

Google Suite