



# TED CASPER

Art Direction & Design

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## GRAPHIC USER INTERFACE DESIGNER @ TIME WARNER CABLE NEWS

SYRACUSE, NY

JUL 2014 - PRESENT

- Oversaw and defined a user interface style guide for all of Time Warner Cable News products.
- Developed wireframes, prototypes, conceptual illustrations and interactive designs.
- Managed UX issues throughout development process.
- Designed websites responsively to provide 508 compliant viewing experience across multiple devices.
- Mobile/tablet app UI design.



## GRAPHIC DESIGNER/ DIGITAL STRATEGIST @ PROLITERACY

SYRACUSE, NY

JAN 2014 - JUN 2014

- Structured how ProLiteracy approached their digital and social experience for users.
- Developed social calendars and imagery targeted towards constituents, and adult literacy advocates.
- Generated advertising and print collateral with direction from the director of marketing and advertising.



## ASSOCIATE ART DIRECTOR @ MATCH MARKETING GROUP

NORWALK, CT

OCT 2012 - DEC 2013

- Developed websites, logos, print materials and presentations.
- Expanded on the visual language brands such as Dannon Yogurt, and Perk Airfresheners used in their social presence.
- Generated interactive experiences for such brands as Absolut Vodka, Malibu, AZO, Culturelle, and CVS.
- Created new identities for Domino's Pizza, Hilton's Scout Program.



## GRAPHIC DESIGNER @ SUNY OSWEGO LIFESTYLES CENTER

OSWEGO, NY

FEB 2012 - OCT 2012

- Conception and implementation of all digital and print work including billboards, digital signage, website content, and promotional t-shirts.
- Rebranded SUNY Oswego Lifestyle Center, along with establishing newer and more relevant ways to convey healthy lifestyles choices to the higher education demographic.
- Worked in conjunction Lifestyle Center director to utilize market data to develop comprehensive media campaigns aimed at behavior change.



## FREELANCE DESIGNER

2003 - PRESENT

- I work with a variety of clientele, ranging from musicians, to local businesses, and agencies.
- Logo design, as well as branding of promotional materials for a variety of companies including local shops, banks, and markets.
- Conception and design for online executions including WordPress.org sites, web banners and landing pages; and a range of print work from brochures to album artwork.

## EDUCATION

### STATE UNIVERSITY OF NEW YORK @ OSWEGO

DEC 2008

- BFA in Graphic Design
- Studio concentration

## SOFTWARE PROFICIENCY

### ADOBE

- Photoshop
- Illustrator
- InDesign
- Reflow

### SKETCH

### PROTOTYPING

- Marvel App
- InVision

### LANGUAGES

- HTML
- CSS

### OTHERS

- Final Cut Pro
- MS Office