

brian r. cauthen

graphic designer



education

Rensselaer Polytechnic Institute

Bachelors of Science 2015:
Electronic Media, Arts and Communication

Minor:
Architecture

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experience

Moore Digital 2023 - 2025
Art Director

Spearheads the creative process from concept development to final delivery, ensuring the production of impactful marketing materials for nonprofit clients like Wounded Warrior Project and The Salvation Army. Combines design expertise with prompt engineering to generate diverse digital assets, including display ads, landing pages, paid social, SMS, email campaigns, and various animated ads. Designed 2023 Giving Tuesday Campaign that collected over \$1.5M in donations, achieving 15% increase in revenue to year prior. Followed success with 106% increase in revenue in 2024. Achieved over 4X return on ad spend for our clients.

Studio Blacksheep 2015 - 2025
Creative Director | Co-Founder

Provided strategic direction for brand and marketing strategy. Established visual identity and executed advertising campaigns based on research and strategy sessions. Collaborated closely with clients to establish and execute visual identity that addressed their specific business goals, brand identities, user needs, and technical restraints.

Nevly Money 2023
Senior Graphic Designer

Executed brand refresh. Collaborated with product teams to understand user needs and translate findings into actionable design solutions. Conducted user interviews and surveys to gain insights into user behavior, needs, and pain points. Created visually engaging layouts, interfaces, illustrations, guidelines and graphics that align with brand aesthetics and enhance user experiences.

Yes& 2022
Art Director

Developed concepts and brief stage design mockups for clients approval to established overall style and brand message. Oversaw junior designers through phases of production, testing, edits, final execution, and delivery.

KGD Architecture 2018 - 2022
Graphic Designer

Developed a visual system for portfolio and archived work to be used in marketing and business development initiatives. Researched latest design trends and implemented strategy across brand collateral, campaigns and platforms. Managed website and social media accounts. Produced 200+ graphic design projects, including print and digital assets, proposals, brochures, and signage that improved client interaction and brand visibility. Increased proposal conversion rate to over 30%.

Ad Astra 2018
Multimedia Designer

Analyzed existing graphic system and developed a new visual identity for company-wide rebrand. Designed graphic assets including infographics, email campaigns, social media posts and mailers to support the sales, and marketing teams. Produced environmental displays for industry events that converted new clients.

skills

Professional

Graphic Design
Branding & Identity
Print & Digital Design

MotionGraphics
Digital Campaigns
Photography

Technical

Adobe Creative Suite
Figma
Hype

Squarespace
Wordpress
Canva