

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

Nevly Money 2022 - 2023
Senior Graphic Designer

Responsible for conceptualizing and executing 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, illustrations, guidelines and graphics that align with brand aesthetics and enhance user experiences. Collaborated with external vendors, printers, and production teams to ensure accurate and timely delivery of final designs.

Studio Blacksheep 2015 - 2023
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.

Yes& 2022
Art Director

Contracted to work with creative team to determine the overall style in which message is communicated visually to its audience. Oversaw projects 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.

AIS Health 2016
Production Assistant

Prepared magazine spreads and other design collateral for print. Maximized layout for ad-space and legibility using core design principles of contrast, negative space, and typography. Maintained a high level of self-organization to meet strict weekly deadlines.

skills

Professional

Graphic Design
Branding & Identity
Print & Digital Design

Information Graphics
MotionGraphics
Typography

Technical

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Adobe Premier
Adobe After Effects
Figma