

BETHANY A CASKEY

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Professional Summary

Free-lance illustrator, designer and writer with the tools, techniques, time, imagination, attitude and knowledge to complete assignments on time and within budget. Creative, hands-on professional with expertise in graphic design, art direction and project management.

Skills

- Illustration
- Proficient in Adobe CS5
- Print advertisements
- Superb eye for detail
- Advanced graphic design
- Creative design layouts
- Digital media
- Editing and proofing
- Writing
- Web site advertising
- Flier and poster design
- Proficient in photograph restoration

Work History

Book Illustrator 1995 to Current

Storey Publications – North Adams, MA

- Collaborated with the art director to implement artistic vision.
- Developed artistic visual products while working within defined technical constraints.
- Delivered on multiple titles and platforms simultaneously.
- Illustration for various book titles.

Artist, Contributing Writer 2012 to Current

Rural Heritage – Cedar Rapids, IA

- Illustrations, ad designs, proof reading and article writing.

Advertising Executive - Art Director 2006 to 2012

Rural Heritage Magazine – Cedar Rapids, IA

- Collaborated with vendors to ensure style consistency with other marketing materials.
- Worked with internal clients to determine strategy and design for annual marketing campaigns.
- Generated new ideas with limited direction and varied internal client needs.
- Generated computer graphics and page-layout software, graphic elements and photography.
- Designed advertisements, tradeshow banners and signage from concept through completion.
- Updated computer graphic files using graphics software programs.
- Created aesthetically-pleasing advertisements that complemented the products.

Managing Editor 2005 to 2006

Trail Blazer Magazine – Prescott Valley, AZ

- Managed writers, assigned article topics and assembled issue content.

Owner/Operator 1997 to 2006

CKNET Internet Service Provider - Albia, IA

- Maintained and monitored the server room, the wireless network and other server infrastructure.
- Translated technical specifications into detailed product requirements.

Owner/Operator 1978 to Current

Caskey Studios Fine Art Studio, Advertising and Signage

Medical Illustrator 1974 to 1976

University of Iowa Hospital – Iowa City, IA

- Designed and illustrated medical techniques and anatomy.

Education

Bachelor of Art: 1974 **Graceland University** - Lamoni, IA

- Advanced Graphic Design coursework
- Painting, Drawing and Art History
- Art Design coursework

Northwest Missouri State University – Maryville, MO

- Photography course
- Sculpture