

Casey Rowland

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EDUCATION

The Fashion Institute of Technology, School of Art and Design

New York, NY

Bachelor of Art in Advertising & Digital Design

Graduated May 2024

- **GPA:** 3.67/4.0
- **Honors:** Dean's List
- **Minors:** Digital Typography, History of Art
- **Relevant Coursework:** Dynamic Branding; Brand Experience Design; Art Direction & Design; Strategy Planning & Brand Campaigns; Art & Copy; User Experience & Interaction Design; Digital Product Design I & II; Content Design & UX Research; Design Systems for UX & UI.

TECHNICAL SKILLS

Computer: Figma, Adobe Illustrator, Photoshop, After Effects, InDesign; Basic experience with HTML, CSS

Design: UX/UI Design, Branding, Visual Identity Systems, Wireframing, User Research, Typography, Illustration

WORK & LEADERSHIP EXPERIENCE

LaunchPoint Academy

Syracuse, NY

Brand Designer (Contract)

June 2025 – Present

- Consulted on early brand strategy for educational startup:
 - Led creation of a visual identity system including logo design, typography, and color palette.
 - Designed spatial layouts for murals and signage, to align physical environment with the brand's identity.

The Lab Creative

Syracuse, NY

Freelance Designer (Contract)

July 2025 – August 2025

- Selected Project Experience:
 - City of Syracuse Comprehensive Plan — Refined logo concepts through multiple critique sessions, presented iterations and finalized deliverables for city approval.
 - Meier's Creek Brewing Company — Contributed poster design concepts for advertising campaign of new product launch, aligning with client brand standards.

Saint Andrew's Camp

Cleveland, NY

Art Instructor & Counselor

June – July 2024, July 2025

- Taught twice-daily art electives for ages 7-17, introducing mixed media projects tailored to skill levels.
- Mentored campers to foster a nurturing environment, encouraging personal growth and self-expression.

ProZ

Syracuse, NY

Design Intern

January 2024

- Developed and implemented design system guidelines to improve website interface consistency and usability.
- Collaborated with engineers and product managers to ensure designs met weekly project objectives.
- Created high-fidelity mockups and presentations for company use.

HONORS & ACTIVITIES

Recognition: 2024 Creative Conscious Awards – Shortlist, Digital & Technology

Activities: FIT Advertising & Digital Design Club, Boxing Club, Illustration Club, Honor Society