



☎ 301.653.7399 | ✉ asiacostendesigns@gmail.com | 🌐 asiacostendesigns.com

EXPERIENCE

Graphic Designer

Council for Advancement and Support of Education (CASE)

2019–2020 (temp.), 2021–present (full time)

- Develop original creative concepts and strategic design solutions across print, digital, editorial, environmental, and event experiences.
- Lead design for high-visibility initiatives and signature programs, serving as the primary designer from concept through final production.
- Provide art direction and creative leadership for major conferences, overseeing onsite visual execution and cohesive branded experiences.
- Manage projects end-to-end, balancing creative objectives, proofing, timelines, production requirements, budgets, and quality standards.
- Identify opportunities to streamline workflows, improve efficiency, and reduce production costs while maintaining high creative and technical standards.
- Coordinate directly with internal stakeholders, sponsors, vendors, and external creative partners to develop and execute effective design solutions.
- Provide creative guidance and technical support to colleagues, helping teams implement templates, email layouts, presentations, digital assets, and other branded materials.
- Adapt to an evolving, leaner design team by taking on expanded ownership, cross-functional responsibilities, and complex projects.
- Maintain visual identity systems, user-friendly templates, style guidelines, and production standards that support consistent brand execution.
- Translate complex data and key information into clear, engaging infographics that improve audience understanding.
- Organize and maintain digital assets, improving accessibility and efficiency across the organization.
- Monitor emerging visual design trends and incorporate relevant techniques and approaches to keep creative work current and effective.
- Ensure print and digital files meet accessibility standards, incorporating accessible design practices across communications and deliverables.
- Solve complex design challenges with independent judgment and adaptability, developing effective solutions that respond to evolving project, stakeholder, and organizational needs.
- Prepare press-ready files based on the supplied specification to ensure technical accuracy.



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EXPERIENCE

Freelance Graphic Designer

American College of Osteopathic Family Physicians (ACOFP)

2019–2020

- Lead design for ACOFP's Annual Convention and other organizational initiatives across print, digital, and event environments.
- Develop integrated promotional campaigns and visual assets including brochures, programs, advertising, social media, infographics, event apps, websites, and presentation materials.
- Design cohesive visual experiences for in-person and virtual events, including venue signage, website graphics, presentation templates, social media, and digital event materials.
- Adapt established brand guidelines across multiple platforms while developing visually engaging solutions for diverse audiences and communications needs.
- Collaborate directly with the Director of Communications and Marketing team to translate objectives into creative solutions and manage timelines, feedback, and revisions.

Graphic Designer

Asia Costen Designs

2018–present

- Develop logos, brand identities, visual standards, marketing collateral, digital assets, social media graphics, and event branding for small businesses, associations, and community organizations.
- Lead branding and rebranding projects from concept through implementation, establishing cohesive visual identities across print, digital, social, web, and marketing communications.
- Uphold and extend established brand standards, ensuring consistent and cohesive visual execution.
- Consult with clients on visual strategy and website design, translating business goals and ideas into cohesive, audience-focused experiences.
- Manage multiple concurrent projects independently, overseeing client communication, creative development, revisions, production, and deadlines.



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EDUCATION

Bachelors of Fine Arts, Graphic Design Salisbury University

- 2x Art Department Alumni and Art Memorial Recognition Award

High School Diploma, Graphic Communications North Point High School of Science, Technology & Industry

- Yearbook Production, Editor-In-Chief

SKILLS & SOFTWARE

Design

- Acrobat, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Canva, Figma

Digital Asset Management

- Box, Brandfolder, Dropbox, Google Drive, SharePoint

Productivity

- Google Workspace (Docs, Sheets, Sites, Slides), Microsoft Office (Excel, PowerPoint, Teams, Word)

Project Management

- Asana, Monday.com, Smartsheet

Web & CMS

- Cadmium, Hubspot, Squarespace, Wix, Wordpress

