

amanda
casey

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/////////
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(513) 748-7517

EDUCATION //

THE UNIVERSITY OF CINCINNATI // Cincinnati, Ohio
College of Design, Architecture, Art, and Planning
Communication Design Major, Class of 2023, 3.38 GPA
Participating in the Professional Practice
Program, alternating semesters of study with
work in the field of graphic design.

WILLIAM MASON HIGH SCHOOL // Mason, Ohio
Class of 2018, 4.01 GPA // Summa Cum Laude

EXPERIENCE //

CAITLIN CHRISENEE PHOTOGRAPHY // Cincinnati, Ohio
Fall 2017 - Present, Associate Photographer
Assists in wedding, senior portraits and
lifestyle photo shoots, as well as independently
conducts sessions underneath the Caitlin
Chrisenee brand.

FREELANCE PHOTOGRAPHY // Cincinnati, Ohio
Fall 2017 - Present
Provides photographic services for clients in
areas of portraits, home and renovation,
and special events.

DIGITAL DESIGN INTERNSHIP // William Mason High School
August 2017 - May 2018, in-school internship, Art Director
Directed and overviewed small groups and
student's personal graphic design projects.

AWARDS //

WEST CHESTER PHOTO CLUB CONTEST // Third Place

SCHOLASTIC'S // Honorable Mention

**MASON HIGH SCHOOL'S OUTSTANDING CLASSROOM
AWARD** // Photography

ACTIVITIES //

TITLE MAGAZINE // The University of Cincinnati,
Fall 2018 - present, Layout Designer on issue 003 - 005

EXTRACURRICULARS // High School National Art Honor
Society // Mason High School Dance Team Captain //
Crossroads Small Group Leader // TOP Soccer Volunteer

SKILLS //

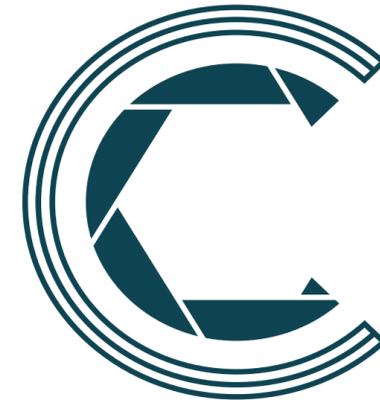
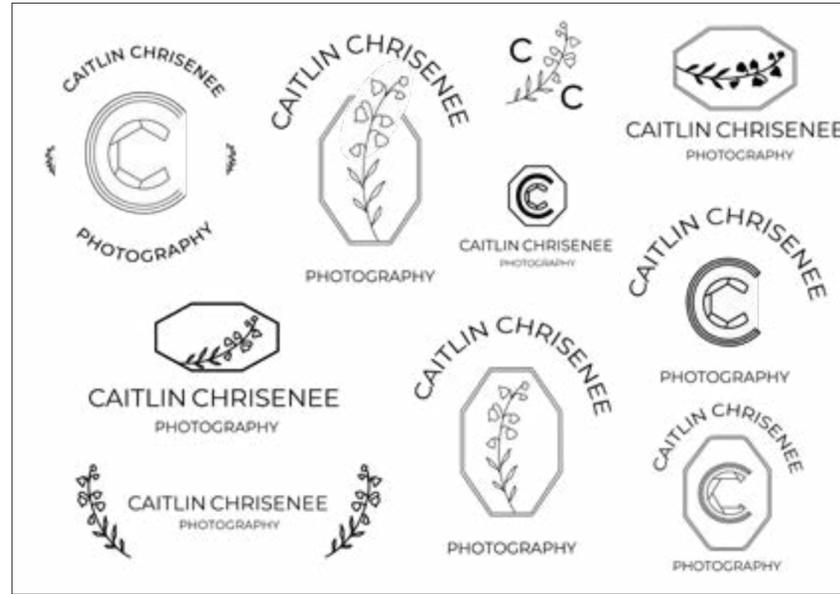
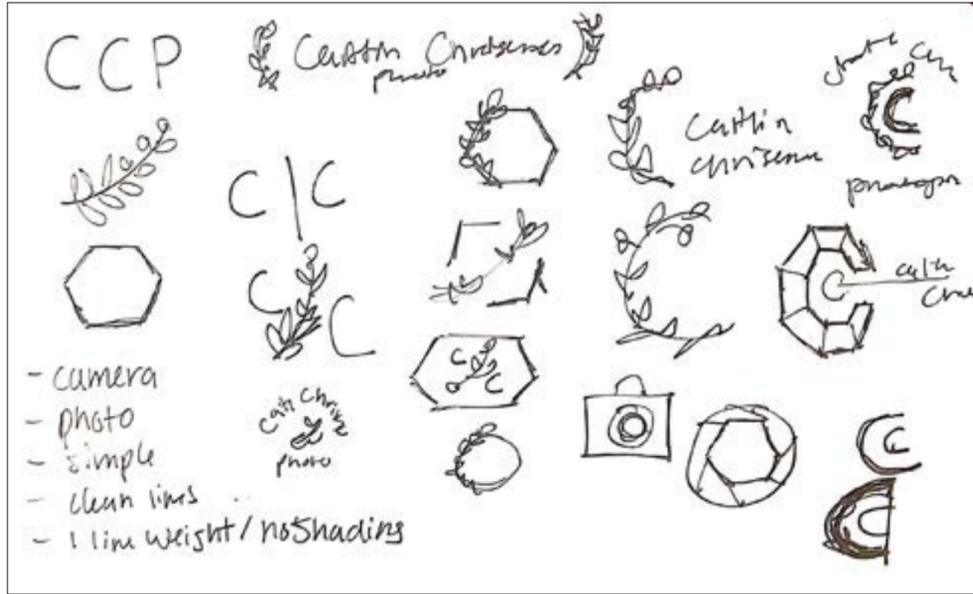
ADOBE CREATIVE CLOUD // Illustrator // InDesign //
Photoshop // Lightroom Camera Raw // XD

PHOTOGRAPHY // analog and digital experience in
portraits and lifestyle shoots

CAITLIN CHRISENEE PHOTOGRAPHY

I started with a consultation, overviewing her goals for the rebrand, what she wanted to portray, and what colors/typeface would be easy for her to use. After sketching and iterations, we agreed upon a design that captured a camera lens and the "CC" in her brand name. The analogous blue color pallet plays off of her most popular session - Caps and Gown shoot - which feature baby blue graduation gowns. The typeface choice of monterrat is universal and can be easily used for the header and body. This makes keeping her brand simple to keep consistent when Caitlin needs to update information etc.



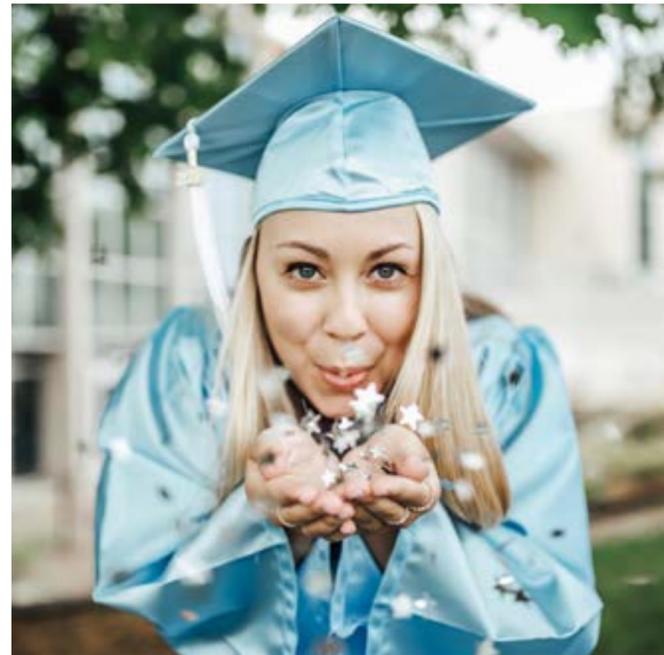
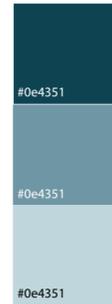


CAITLIN CHRISEENÉE PHOTOGRAPHY



MONERSERRATE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz



ENGAGEMENT	SENIORS	WEDDINGS
FIREWORKS \$400 2hrs / 2+ locations / 2+ outfits / 150 images	SENIOR DULUXE SESSION \$500 1.5hrs / 2 location / 2+ outfits / 150 images	ULTIMATE WEDDING + VIDEO \$5,500 10+hrs / additional photographer / engagement session / online gallery
SIMPLY LOVE \$250 1hr / 1 location / 2+ outfits / 75 images	SENIOR SIMPLY SESSION \$350 1hr / 1 location / 2 outfits / 100 images	PLATINUM COLLECTION \$4,000 10+hrs / additional photographer / engagement session / online gallery
LIFESTYLE	MINI SESSION \$200 30min / 1 location / 1 outfits / 50 images	GOLD COLLECTION \$3,000 8hrs / additional photographer / engagement session / online gallery
LIFESTYLE SESSION \$250 1hr / 1 location / 2 outfits / 75 images	ASSOCIATE SENIOR SESSION \$200 1hr / 1 location / 2 outfits / 50 images	SILVER COLLECTION \$2,500 10+hrs / additional photographer / engagement session / online gallery
MOMMY + ME MINI SESSION \$200 30min / Auk Park / 1 outfits / 25 images	ASSOCIATE MINI SENIOR SESSION \$100 30min / 1 location / 1 outfits / 25 images	



TAME IMPALA

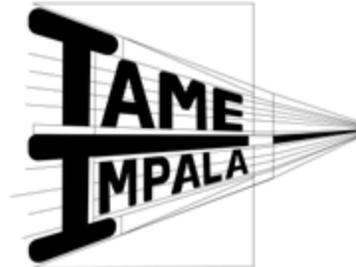
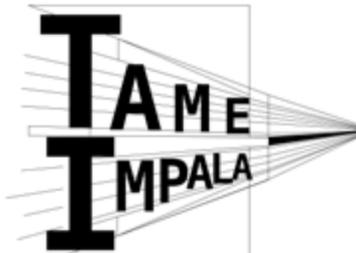
This logo is designed to emulate the way the band's music videos move throughout space, as well as one of their most famous songs "feels like we only go backwards". Their songs and music videos both have a lot of lagging and echoing, and I wanted to create a design that creates the same dimensionality as their music.





TAME IMPALA
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TAME IMPALA Brand Guide

Primary Use:

The logo is made to show emphasis on color and should not be changed to any other color, other than the three in the palette. Black and white logos should be used only when necessary.



Secondary Use:

These forms of the logo may be used when numbers of colors are limited (merchandising). A solid white/black may be used over photographs.



Description:

Tame Impala represents strong visuals and emphasis on pops of color and the feeling of movement within the music.

Typography Use:

The preferred typefaces for the brand are, Futura Std and Bernina Sans as follows. Both fonts can be boldened as needed, but not condensed or expanded.

Futura Std:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890

Bernina Sans:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz

Restricted Use:

Logo may not be stretched, outlined, or given drop shadows or glows at anytime. The logo can only be used with the given color choices and cannot be altered.



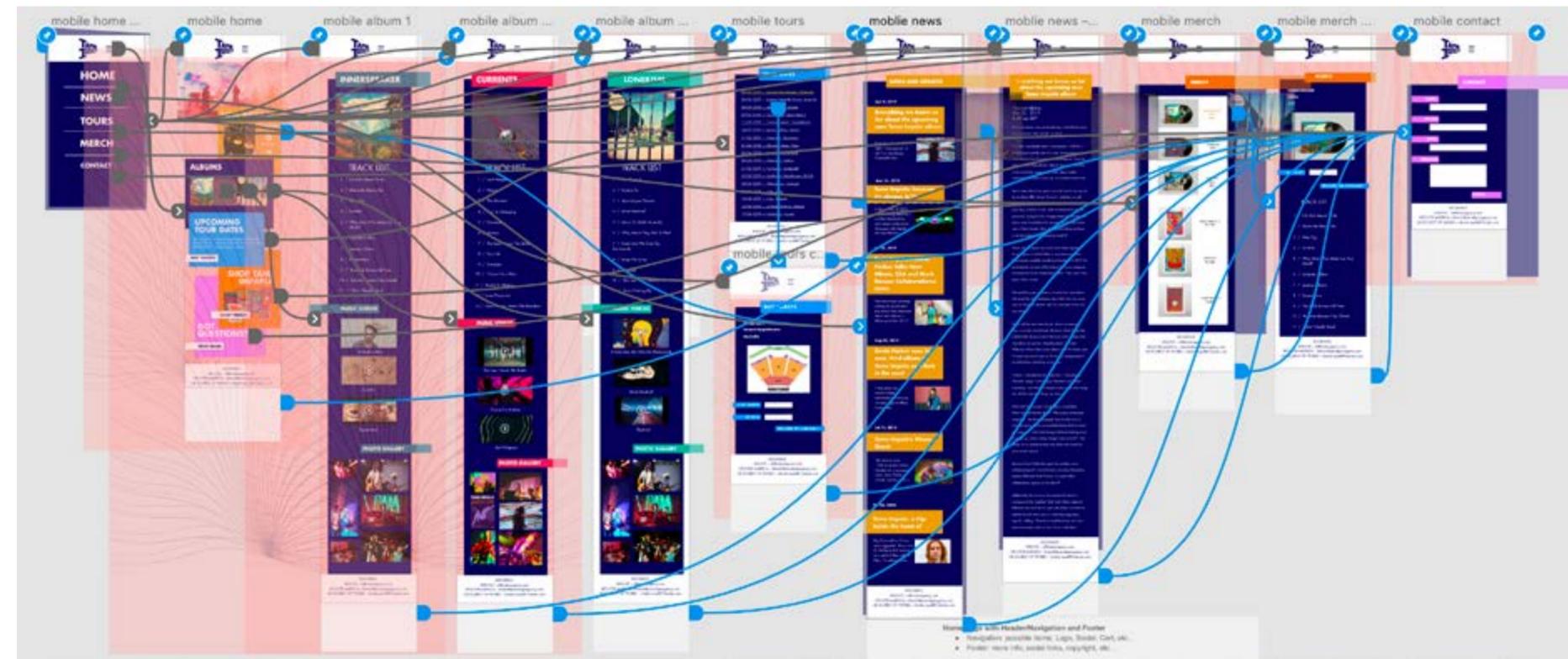
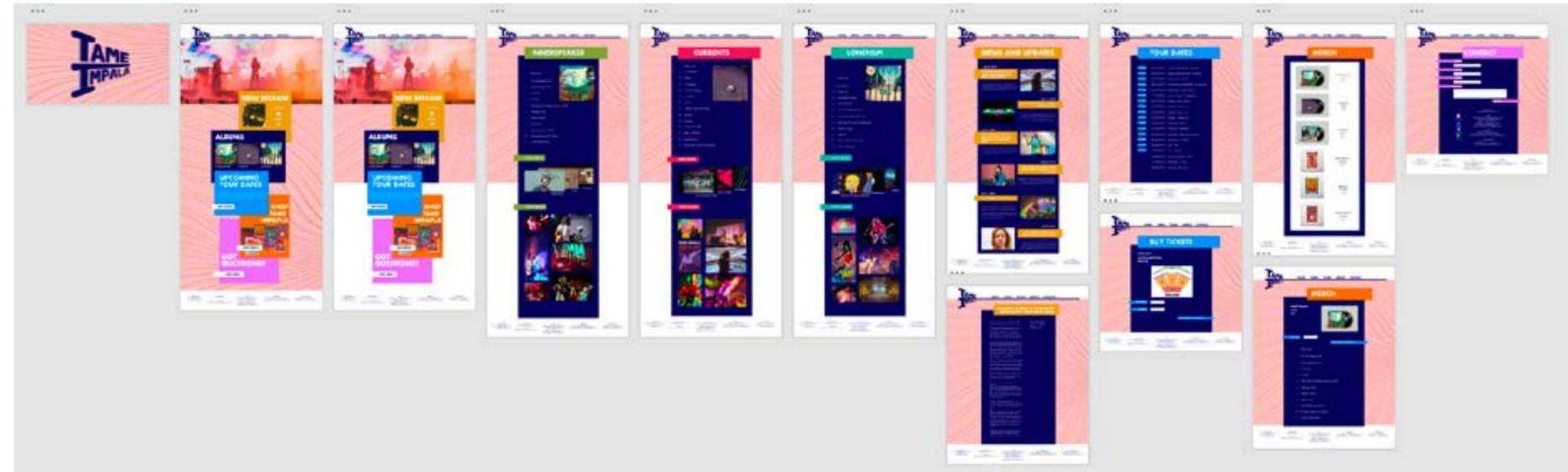
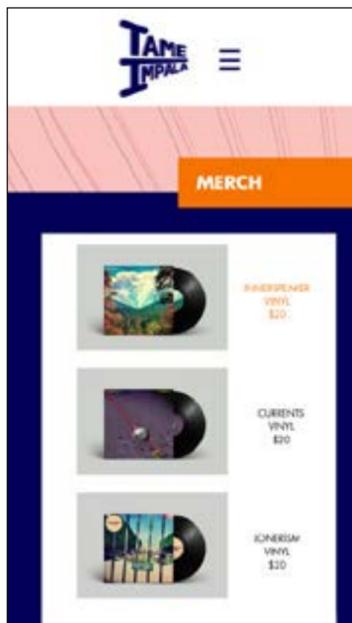
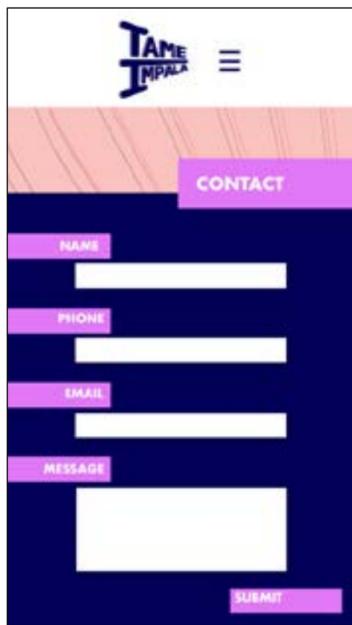
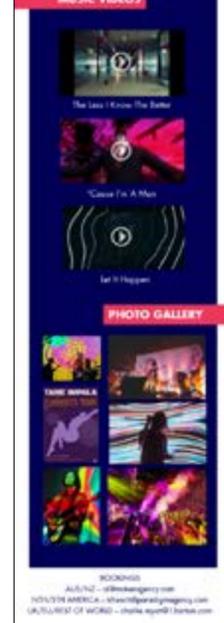
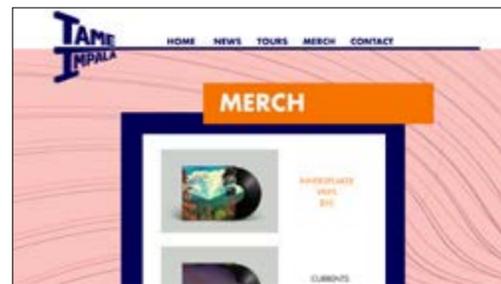
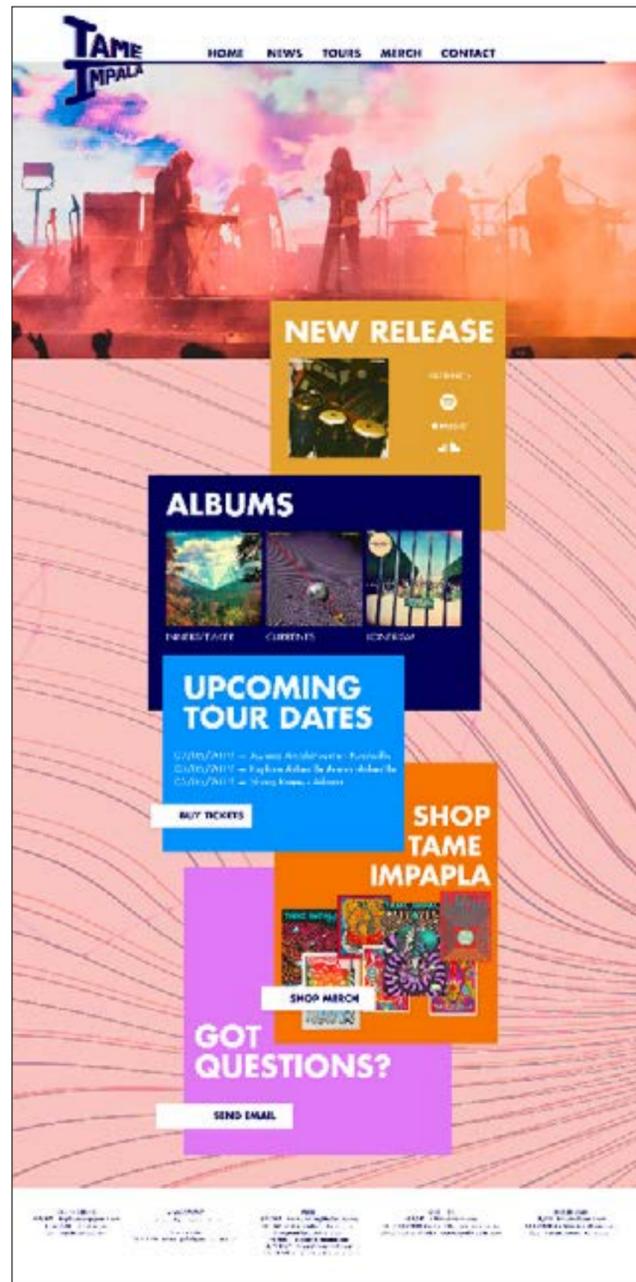
Color Palette:



Photography Use:

The photography that should represent the band and their performances with live concert photography and psychedelic color schemes.





I CHOOSE YELLOW

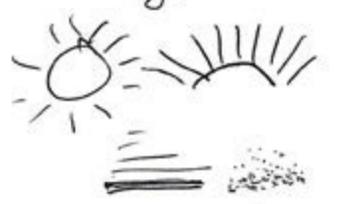
In the first iteration, I wanted to make sure the shirts were durable and comfortable and yellow, like her favorite color. I also wanted to make them very fun and trendy so I could get as many people in the community excited to buy and wear them, not just for the good cause. More recently there is a children's book in the process of being published written by Alyssa King, her caregiver growing up. To raise money for the new book, we decided to relaunch the t-shirt fundraiser. The demographic for the upcoming event is broader than just highschoolers, friends and family. It was important to make the new design something for androgynous and timeless. So everyone at the event would have an interest in buying and wearing the shirt for a longer time.





← need to make it more gender neutral

← more timeless font, so people can wear it longer



I CHOOSE YELLOW

PERSONAL INFORMATION:

NAME
E-MAIL

SHIPPING INFORMATION:

NAME
ADDRESS #1
ADDRESS #2
CITY
STATE
ZIP
PHONE #

SMALL
MEDIUM
LARGE
XL
2XL
3XL

ADDITIONAL DONATION \$
TOTAL \$
SHIPPING + \$5.00
TOTAL \$

THANK YOU FOR SUPPORTING
**I CHOOSE
YELLOW**
ichooseyellow.org



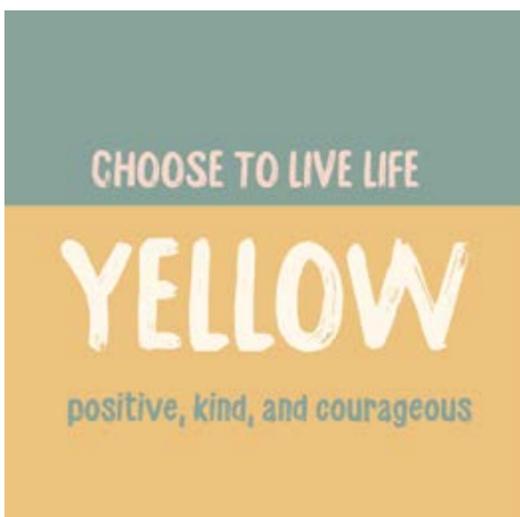
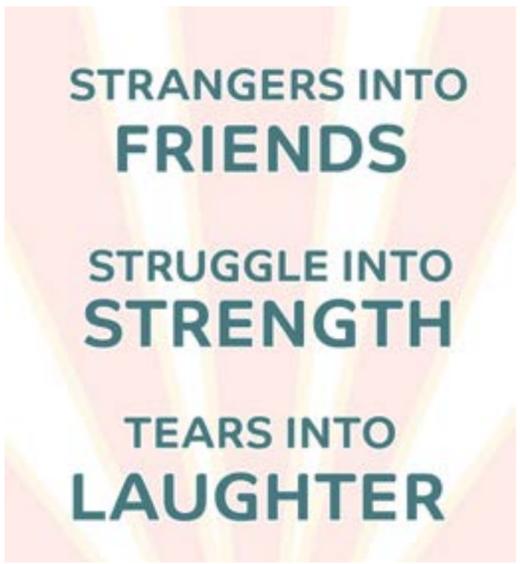
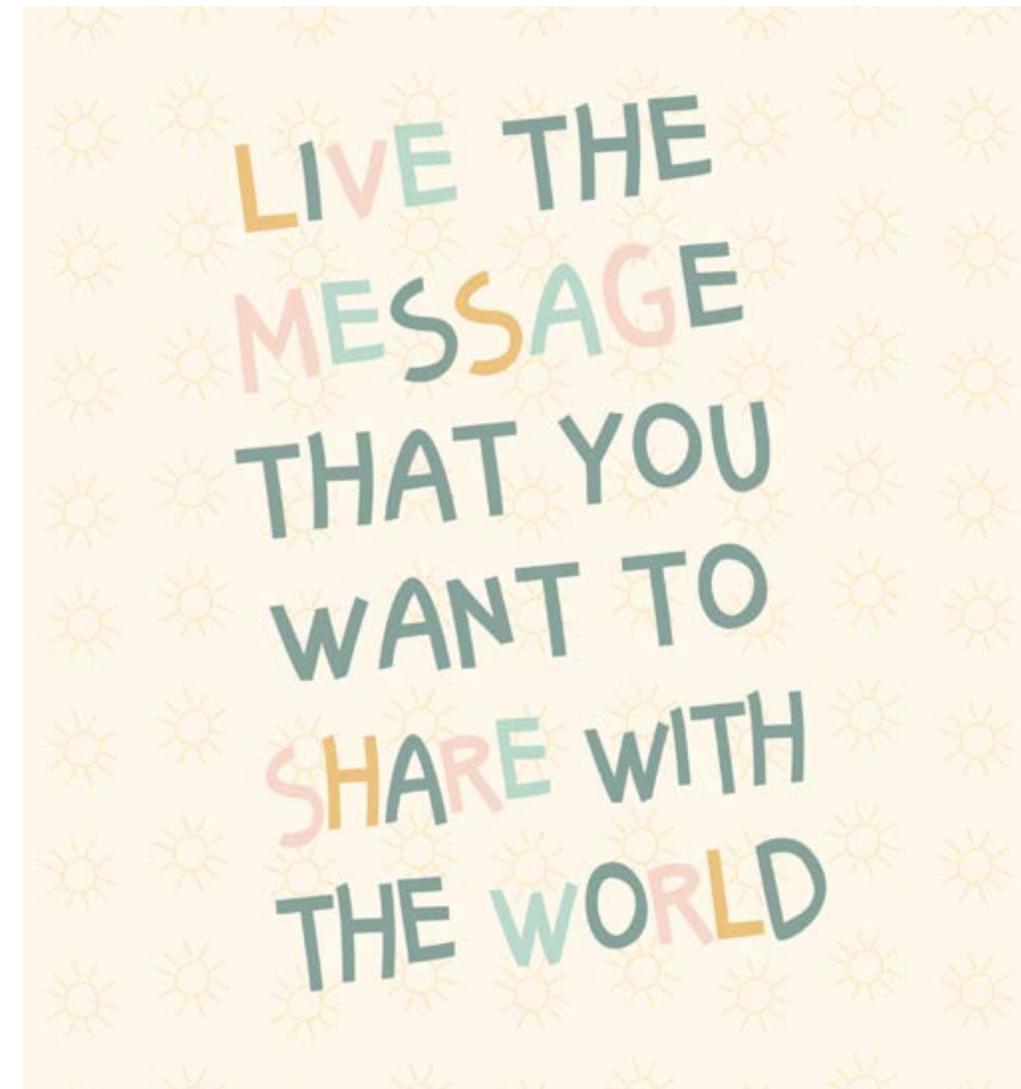
@ALYSSA_N_KING

TOTAL \$



SCAN ME

ichooseyellow.org
<https://www.customink.com/fundraising/ichooseyellowfund>



WORDMARK

To work on micro typography and creating a “wordmark”, I analyzed different typefaces that fit different adjectives until I found something that visually described the adjective. After hand tracing, measuring and vectorizing, I went on to make small adjustments that keep the integrity of the font but made the final wordmark cohesive. I adjusted the vertical angles to all be slanted, kerned the letters to appear better optically, and repeated the stylistic choice in the “R” onto the “A”.



HELVETICA
Black Condensed Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

ALERT
Fragile
Flighty

ALERT



ALERT

ALERT



TITLE MAGAZINE

TITLE is the University of Cincinnati's fashion magazine. Students from all majors can join teams of Photographers, Layout Designers, Writers, Stylists, and Social Media. On issue 003 and 004 I worked as a layout designer, collaborating with the photographers and writers to create spreads to highlight their work in a cohesive spread.

