

# CASEY BRECKER

## BRANDING & VISUAL IDENTITY DESIGNER

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### Freelance Graphic Designer

January 2025 – Present

- Designed cohesive brand identities and visual systems for conceptual and freelance clients, translating strategy into distinctive visual languages
- Developed campaign concepts for nonprofit, hospitality, and beauty/skincare brands across digital and social platforms
- Developed packaging systems that translate brand strategy into market-ready visual experiences, ensuring consistency across touch points and alignment with brand positioning
- Led projects from concept to final presentation, including mock ups and visual storytelling
- Produce high-quality visual assets using Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

### Account Manager, Cornerstone OnDemand

May 2021 – January 2025

- Partnered with clients to translate business goals into strategic, brand-aligned solutions, supporting cohesive execution across campaigns and client experiences
- Led client presentations and product demos, strengthening visual communication and storytelling
- Collaborated cross-functionally with internal teams to ensure cohesive execution and a consistent brand experience across presentations, campaigns, and client deliverables
- Managed multiple client projects simultaneously, balancing timelines, feedback, and deliverables
- Presented insights, performance data, and strategic recommendations to stakeholders

### Manager of Associate Account Manager Team, Cornerstone OnDemand

January 2018 – May 2021

- Led and mentored a team of 7, fostering collaboration, feedback, and professional growth
- Recruited, trained, and on-boarded new team members, strengthening communication and presentation skills to deliver more cohesive, client-ready work
- Guided team in identifying client needs and growth opportunities, reinforcing strategic thinking and improving the quality of client solutions

### Corporate Account Development Associate, Cornerstone OnDemand

October 2016 – January 2018

- Identified client needs and opportunities, introducing strategic solutions aligned with client goals
- Partnered with a team of 5 Account Managers to deliver client initiatives, translating client needs into strategic direction and ensuring cohesive, high-quality execution across projects

## EDUCATION

### University of California, Los Angeles

Design Communication and Arts Certificate, Expected June 2026

### Arizona State University, Phoenix

Walter Cronkite School of Journalism and Mass Communication  
Bachelor of Arts (B.A.), Broadcast Journalism, May 2015