




Cassandra J. Mitchell

A little bit of everything.

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About Me

Hello! My name is Cassandra and I wear many, many hats. Some days I wear a hard-hat. I designed and helped build my house. That was an adventure. Some days I wear my thinking cap. What typeface should I use? How am I going to layout this brochure? Still other days I wear my creative cap. I paint. I write. I photograph. I enjoy all the hats I wear.

I got into design because it combines all the things I like to do. I get to use my hands, my critical-thinking skills, and my creativity. I stayed in design because I love what I do! Good design inspires people. Every single thing we touch every day is designed. As long as we have a world to live in, there will be designers to create and shape it for us.

You might notice in my skills and software sections I haven't given anything a 5 of 5. That's because there's always room for improvement. I am a firm believer in life-long learning. I'm always looking to improve my skills, or pick up a new one. You can view some of the projects I've completed with my skills at oddballcreative.com.



Professional Experience

Oddball Creative Services

May 2011—present

Owner | Designer | Consultant

- May 4, 2015 = published Character Keeper iOS app to the Apple Store
- project management, marketing, and ui design for Character Keeper app
- develop and maintain client projects across a variety of formats and media including print, web, and social
- complete tasks associated with running a business (bookkeeping, taxes, office management)

Shades of Development

March 2015—present

Lead OST Instructor

- develop and implement lesson plans for a variety of clubs including LEGO robotics, graphic design, photography, keyboarding & engineering
- manage Powell Elementary Facility's Facebook page
- administer first aid as necessary

Clayton Homes via Kelly Services

August 2014—January 2015

Clayton Homes—Graphic Content Specialist

- used drafting knowledge, Adobe Illustrator and Clayton's proprietary program to create interactive floor plans
- became a contractor in January 2015

Worldwide Equipment Inc.

June 2011—October 2013
October 2013—April 2014

Graphic Designer --> Sr. Graphic Designer

- developed creative ideas and concepts
- set artistic direction and schedule of projects
- collaborated with Jr. Graphic Designer and Marketing Director on projects
- designed digital and print marketing collateral that adhered to corporate identity
- designed and implemented company fleet graphics (vehicle wraps)
- designed and produced large format digital printing projects (banners, posters, etc.)
- redesigned/maintained web sites in the ASP. Net & Wordpress environments
- created and managed email marketing campaigns
- developed, implemented, and maintained static & interactive digital signage
- maintained social media accounts
- photographed and retouched images for advertising, customers, events, etc.



Skills

graphic design	● ● ● ● ● ●
large format printing & production	● ● ● ● ● ●
web design html, css, asp.net, wordpress	● ● ● ● ● ●
social media management	● ● ● ● ● ●
email marketing	● ● ● ● ● ●
vinyl installation	● ● ● ● ● ●
photography	● ● ● ● ● ●
photo retouching	● ● ● ● ● ●
flash animation	● ● ● ● ● ●
technical drawing	● ● ● ● ● ●
CPR/AED/First Aid	● ● ● ● ● ●



Education

Communications & Public Relations

August 2015–present

Continuing Education

Communication Graphics Technology

August 2009–May 2011
Graduated Cum Laude

Mechanical Engineering

August 2007–May 2009

Industrial Design

August 2006–April 2009

High School Graduate

May 2006

Middle Tennessee State University

- pursuing a Bachelor's Degree (B.A.) online
- expected completion May 2017

Pellissippi State Community College

- completing an introductory database course (MS Access & Oracle SQL)

- Associate of Applied Science (A.A.S.)
- Graphic Design Certificate
- Web Visuals Certificate
- Strawberry Plains Creative Writing Club—Founding Member, Editor, and Technical Advisor

Middle Tennessee State University

Savannah College of Art and Design

Anderson County High School

- 2006 Female Swim Team Captain
- French Club President
- National French Contest participant
- National Honor Society member



Software/Apps

Pages Word	● ● ● ● ●
Numbers Excel	● ● ● ● ●
Keynote Powerpoint	● ● ● ● ●
Microsoft Publisher	● ● ● ● ●
Microsoft Access	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Constant Contact	● ● ● ● ●
Mailchimp	● ● ● ● ●
Roland Versaworks	● ● ● ● ●
SignageStudio	● ● ● ● ●
Xcode	● ● ● ● ●



Languages

	English	Native
French Speaking	●	● ● ● ● ●
Reading	● ● ● ● ●	● ● ● ● ●
Spanish Speaking	●	● ● ● ● ●
Reading	● ● ● ● ●	● ● ● ● ●
German Speaking	●	● ● ● ● ●
Reading	●	● ● ● ● ●
Italian Speaking	●	● ● ● ● ●
Reading	●	● ● ● ● ●



Community Service

Southeastern Women in Technology Celebration

Birds of a Feather Presenter & Game Room Organizer/Leader

"Girls Got Game Too"
November 2015

United States House of Representatives

Independent Candidate

2014

Strawberry Plains Creative Writing Club Workshop

Workshop Assistant

April 2014

Pellissippi State CC AITP Computer Careers Open House

Featured Speaker

April 2014

TN Achieves

Mentor

2013

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