

Simon Casado

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Digital Designer | Brand, Motion & Creative Automation

Graphic designer with 3+ years of experience creating marketing assets, motion graphics, social content, and brand-focused visuals. Experienced managing projects from concept through delivery, collaborating with teams and clients, and building AI-assisted tools that streamline workflows and support product development.

WORK EXPERIENCE

Boston Impressions • Nashua, NH • 08/2025 - Present

Media Designer • Full-time

- Design digital and social media assets for the company and multiple client brands while maintaining established visual standards.
- Transform static visuals into motion graphics and dynamic content for digital campaigns.
- Collaborate with team members and stakeholders to manage revisions, deadlines, and consistent brand execution.

Vineyard Vines • Merrimack, NH • 06/2023 - 04/2025

Crew Lead

- Led daily opening and closing procedures, including cash handling and bank deposit tracking.
- Supervised associates, supported sales goals, and resolved customer needs in a fast-paced retail environment.
- Balanced team leadership, store operations, and customer service throughout each shift.

Montagne Powers • Manchester, NH • 05/2024 - 08/2024

Graphic Designer • Internship

- Designed branding, marketing, and social media assets for client and agency initiatives.
- Collaborated with the company team to support projects from initial direction through final delivery.
- Created visual content for Montagne Powers social media channels.

CERTIFICATIONS

Visual Design • 05/2023 - 08/2023

General Assembly

High Impact Presentations • 07/2025

Dale Carnegie Training

Digital Marketing • 07/2024

HubSpot Academy

SKILLS

- Graphic Design
- Brand Styling
- Motion Graphics
- Collaboration
- Project Management
- User Research
- Wireframing & Prototyping
- Sales & Team Leadership
- Bilingual

Technical Skills

- Adobe Creative Suite
- Figma
- Canva
- HubSpot
- Mailchimp
- Microsoft Office
- ChatGPT
- Claude
- Make (Integromat)

EDUCATION

Bachelor of Arts in Graphic Design

Southern New Hampshire University

Manchester, NH

08/2023 - 05/2025

Graphic Design & Visual Communication Coursework

Champlain College

Burlington, VT

08/2021 - 05/2023