
Andrea Cacase

luckycherrydesign.com
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Experience

FREELANCE DESIGNER, LUCKY CHERRY DESIGN; PROVIDENCE, RI – 2007-PRESENT

Lucky Cherry Design is my freelance design company specializing in solutions for small businesses and non-profits. Whether it's a logo or website, understanding and communicating the unique value of a business or organization is my specialty.

Recent work:

- Little State Flower Company's branding and website design; with the ability to accept wholesale orders online, Little State Flower Company's annual sales double in 2016

WEB DESIGNER, EMAGINE; FALL RIVER, MA – 2017-PRESENT

Emagine is a web design agency specializing in business-to-business websites for the healthcare, technology, and manufacturing industries. I work on a variety of projects including website design, digital ad campaigns, brand design and other collateral material.

Recent work:

- Website redesign for Touchpoint, a subsidiary of Publicis Health; after purchasing several healthcare companies, Publicis Health is redesigning each company's website to reflect their updated branding and better highlight their services and capabilities (website launching summer 2017)

SENIOR DESIGNER, BASICS GROUP; PROVIDENCE, RI – 2014-2017

Basics Group is a design agency specializing in branding, communications, and web design and development. As a member of the design team, I worked on a variety of projects including website design, UI/UX design for web-based applications, print and digital campaigns, and brand design/strategy.

Work highlights:

- UI/UX design for cvsstandards.com and citizensbrand.com; web-based applications that help large retail corporations manage their in-store branding and merchandising
- Website redesign for RI Science & Technology Advisory Council; improved site architecture and UI allows researchers and businesses to easily find and apply for grants online
- HealthSource RI's Open Enrollment campaign; as a result of the campaign, HealthSource RI met its open enrollment goals for 2016 and 2017
- Rhode Island Foundation's ad campaign and donor newsletter; with help from their promotional and outreach material, the foundation raised over \$59 million in 2016, the second highest amount in its 100 year history

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Experience (continued)

MULTIMEDIA DESIGNER, KVH INDUSTRIES; MIDDLETOWN, RI – 2012-2014

KVH Industries designs and manufactures antennas that provide television and high-speed internet to ships at sea. I was part of an in-house design team that created all the marketing and sales material for the company, including websites, email campaigns, brochures, trade show graphics, and videos.

DESIGNWORKS DIRECTOR, RIVERZEDGE ARTS; WOONSOCKET, RI – 2009-2012

RiverzEdge Arts is a not-for-profit arts program giving disenfranchised youth paid employment in the arts. I managed a graphic design studio of 6-8 teens that were responsible for the design and production of real client work.

ART DIRECTOR, THE COLIBRI GROUP; EAST PROVIDENCE, RI – 2003-2009

Before closing its doors in 2009, The Colibri Group was one of the oldest and largest jewelry manufacturers in the state. I designed sales material, including ads, catalogs, brochures, packaging and point-of-sale displays for the company's many brands.

Education

RHODE ISLAND SCHOOL OF DESIGN, PROVIDENCE, RI

Certificate, Web Design & Development, 2011

UNIVERSITY OF MASSACHUSETTS, DARTMOUTH, MA

Bachelor of Fine Art, 2002

Skills

Proficient with the entire Adobe Creative Suite, Sketch, Invision, and Balsamiq. Fluent in HTML, CSS, and XML. Strong knowledge of Javascript, PHP, and MySQL. Experience with content management systems such as Wordpress, Sitecore, Shopify, and Squarespace. Experience with email marketing programs such as Mailchimp, Constant Contact, and Marketo.