

# Casey Bechtel

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## Creative Specialties

Brand Identity Systems • Campaign Design • Social Media Systems • UI/UX Design • Content Packaging • Marketing Visual Systems • Streaming & Creator Branding • Interactive Design

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## Education & Certifications

- Southern New Hampshire University
  - Bachelor of Science in Graphic Design with Concentration in User Experience Design, 2023-2025
- Full Sail University
  - Bachelor of Science in Computer Animation with Concentration in Compositing, 2011-2013
- Certifications
  - Google UI/UX Design Certification • AIGA Digital Marketing • AIGA Career Growth • AIGA Client Relations

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## SKILLS

- **Brand & Marketing Design**  
Brand Identity Systems • Campaign Design • Social Media Systems • Typography • Content Packaging • Marketing Collateral • Visual Storytelling • Print & Digital Design
- **UI/UX & Product Design**  
Wireframes • User Flows • Interactive Prototypes • Responsive Design • Design Systems • Figma Component Libraries • Information Hierarchy
- **Creative Tools**  
Figma • Adobe Photoshop • Illustrator • InDesign • Canva • Adobe XD • HTML/CSS
- **AI & Emerging Tools**  
Midjourney • Stable Diffusion • ComfyUI • ChatGPT • Prompt Engineering • AI-Assisted Creative Workflows • Automatic1111

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## WORK EXPERIENCE

### Aviva Marketing

*Visual Designer & Campaign Systems Designer | 2025 – Present*

Collaborate with a performance-driven marketing agency to develop scalable campaign systems, conversion-focused social content, and branded visual ecosystems for businesses across healthcare, consulting, and service industries.

- Designed **high-volume** campaign systems for clients, including Bellmoore Consulting, Laser Hair Associates, New City Barber, and Budget Home & Office Cleaning.
- Created cohesive **multi-platform content systems** including carousels, statics, GIFs, infographics, and branded educational campaigns.
- Developed **conversion-focused** visual frameworks centered around **lead generation**, **retention marketing**, and **audience engagement** strategies.
- Collaborated directly with agency leadership on **campaign strategy**, **messaging hierarchy**, visual positioning, and **content structure**.
- Produced **marketing visuals** across Instagram, LinkedIn, Facebook, and email campaigns using Figma, **Photoshop**, **Illustrator**, and **Canva**.

### RSquare Media

*Graphic and UI/UX Design | May 2024 – Jan 2025*

Contributed to a fast-paced reputation management agency, designing visual systems aligned with SEO performance, conversion strategy, and multi-platform marketing campaigns.

- Designed **digital assets** for blogs, advertising campaigns, landing pages, and email marketing initiatives across multiple client industries.
- Developed infographics, branded content systems, and social media visuals **optimized** for **engagement** and **audience retention**.
- Created UX wireframes, user flows, and interactive prototypes in Figma to improve **usability** and **conversion pathways**.
- Maintained **visual consistency** across paid media campaigns, websites, and marketing collateral.
- Collaborated with cross-functional teams to deliver **high-volume** creative work under **tight production** timelines.

### Duo Myth Designs

*Collaborative Visual Designer | August 2023 – December 2024*

Worked with authors, publishers, and media-focused brands to create visual identities and promotional systems for literary and educational platforms.

- Designed **cohesive promotional** suites, social graphics, and branded collateral for multiple book launches and educational campaigns.
- Led cross-platform **rebranding initiatives** spanning print, digital, merchandise, and social media content.
- Built **scalable visual templates** and **campaign systems** to improve **production speed** and **brand consistency** across releases.

### Independent E-Commerce Brands

### *Brand Identity & Marketing Designer | 2015 - Ongoing - Various Shops*

Develop end-to-end branding and marketing systems for niche e-commerce businesses across Etsy, social commerce, and digital storefront platforms.

- Created **visual identity systems** including logos, storefront graphics, packaging, product listings, and marketing assets.
- Designed seasonal campaigns, branded content kits, and social media systems tailored to **platform-specific audiences**.
- Helped shop owners **strengthen brand positioning** through **cohesive visual storytelling** and **scalable design systems**.
- Produced print and **digital collateral** supporting **product launches, promotions, and long-term brand growth**.

## **Content Creator Visual Identity Development**

### *Freelance Visual Brand Designer | 2015 - Ongoing, Freelance & Commission-Based*

I partner with streamers and online creators to build recognizable entertainment-focused visual identities across Twitch, YouTube, Kick, and social platforms.

- Designed **streaming overlays**, intermission screens, **branded alerts**, thumbnails, and **promotional graphics** for content creators.
- Developed mascot systems, **custom illustrations, typography treatments**, and social media **branding packages**.
- Created merchandise-ready assets and **scalable visual kits** supporting **audience engagement** and **creator monetization**.
- Built **cohesive cross-platform** visual systems that **strengthened** creator **recognition** and **community branding**.

## **PROJECTS**

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## **Makers Hive – AI Listing Generator & Multi-Platform SaaS**

### *Co-Founder & Visual Designer | 2023 - Present*

AI-powered marketplace and

- Led completed **brand identity development**, including logo systems, color palettes, UI direction, and **scalable visual assets**.
- Designed **interactive product flows, dashboards, onboarding systems, and marketplace experience** in Figma.
- Built **reusable component systems** supporting **scalable development** and **cohesive user experiences**.
- Collaborated on **product strategy, content hierarchy, and feature planning** focused on seller **usability** and **automation**.

## **E-commerce Automation Platform**

### *Design Automation Specialist (Freelance, 2024)*

Optimized design workflows for an automation platform serving e-commerce brands, enabling scalable and consistent visual content creation.

- Developed **modular templates** and **automated production systems** for banners, listings, and promotional assets.
- Created **scalable visual workflows** supporting **rapid multi-platform brand deployment**.
- **Improved production efficiency** through **reusable design systems, file organization structures, and automation-ready templates**.
- Collaborated with development teams to align **creative systems** with **backend automation architecture**.

## **Little Hex Studios**

### *Creative Director & UI/UX Designer | 2023 - Current*

Developing indie game concepts centered around **immersive worldbuilding, atmospheric interfaces, and stylized visual systems**.

- Designed UI systems, **branded game experiences**, and **visual pitch materials** for multiple in-development titles.
- Created **modular interface systems, menu flows, and gameplay HUD concepts** supporting player **clarity** and **immersion**.
- Led **visual identity development** across marketing assets, Steam page concepts, and promotional content.
- Combined narrative design, environmental storytelling, and UX thinking into **cohesive gameplay presentation systems**.