

Cassandra Jones

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Summary

As the Art Director at The Pitch KC, my primary role involves leading the design and execution of content themes for our monthly publication, which has an impressive readership of almost half a million individuals worldwide.

Both at The Pitch and in my freelance work I take great pride in my ability to successfully deliver on-time, high-quality results, even when faced with tight deadlines or complex client requests.

Whether it's producing last-minute political illustrations or spearheading year-long sales campaigns, I am dedicated to fostering a culture of teamwork and collaboration, both within my team and across the organization. I get to lead teams of college design interns and publish their work too, which is always a blast. I love what I do!

Experience

Pitch Art Director

The Pitch

Aug 2022 - Present (1 year 6 months)

Art Director for long running independent print magazine

- Ideate monthly themes according to direction from editorial team
- Project plan for annual sales campaigns, ideate, and execute all designs
- Work on strict and fast-paced deadlines that require quick adaptive thinking
- Develop comprehensive wireframes and design themes for editorial approval
- Direct freelance artists and photographers with Art Direction per assignment
- Lead design interns for 3 month internship, working collaboratively to publish intern work while teaching all the ins-and-outs of editorial design

Freelance Graphic Designer

Cass Jones Creative

Sep 2014 - Present (9 years 5 months)

- Freelance branding strategist and graphic designer
- Proficient use of Adobe Suite (InDesign, Illustrator, and Photoshop)
- Specializing in digital and watercolor illustration
- Self-sufficient organizational skills
- Branding community platforms and web design

Housing Support Specialist

Lawrence-Douglas County Housing Authority

Jun 2021 - Jun 2022 (1 year 1 month)

- Oversee crisis services for all elderly and disabled population
- Maintain and develop high-quality partner agency relationships
- Enter and manage data and reports
- Allocated over \$60,000 in funding for 2022 project

- Coordinate and schedule multi-agency programming and individual programming
- Coordinate projects for multi-institutional housing complex with supportive services

Information And Referral Specialist

Independence Inc.

Jul 2019 - Jul 2021 (2 years 1 month)

- Assisting individuals with disabilities and their care takers with information and resource connection to maintain independent living in the community
- Operate donations and loans for free durable medical equipment loan program
- Consult with potential community partners
- Provide confidential service in response to the needs of disabled consumers

Executive Director

The PRISM Collective

Dec 2016 - Jul 2021 (4 years 8 months)

The PRISM Collective is a nonprofit that provides emotional health through the arts programming to seniors in the greater Douglas County area.

- Founder and Director
- Secure community partners
- Manage marketing materials (digital, print and UX)
- Develop interesting and relevant programming with other mental health/therapy professionals
- Implement community education courses about social service recourses
- Connect diverse communities through programming



Case Manager

Bert Nash Community Mental Health Center

Aug 2017 - Aug 2019 (2 years 1 month)

- Work with diverse population of adults with SMI and SPMI
- Manage client scheduling
- Practice of HIPPA compliant clinical documentation
- Connect clients to necessary resources to resolve crisis and increase independence in community
- Monitor patient recovery/mandated reporter
- Collaborate with members of care team for each client to assure wrap around services

Director of Social Media

Phoenix Fine Arts Gallery

Sep 2014 - Mar 2017 (2 years 7 months)

- Assisted with opening new expansion of gallery, "Phoenix Underground"
- Directed customer flow via social media platforms
- Contacted national and international studios to form new retail relationships
- Organized, advertised, and curated gallery shows and openings
- Managed inventory of Phoenix Underground
- Graphic design and website management

Education



The University of Kansas

Bachelor of Fine Arts - BFA, Fine and Studio Arts

2010 - 2015

Skills

Art Direction • Advertising • Press Releases • Presentations • Interpersonal Communication • Creative Work • Brand Strategy • Design Studio • Photo Shoots • Illustration

Honors & Awards



Leadership Lawrence - The Chamber, Lawrence, Kansas

2021