

# Cason Tucker

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## Positively Strategic Creative & Brand Director

Known for building and modernizing brands in ways that engage clients and employees alike to facilitate strategic business growth and increase recognition in existing and emerging markets. Outdoors and healthy-living lover eager to continue growing herself, a team and company in an industry dedicated to wellbeing.

17 Yrs Experience 10 Yrs Managing 30+ Brands Touched 15+ Designers Mentored 300+ Projects Delivered

**Values** Do Big Things | Keep it Simple | Grow Creative Teams | Keep Moving | Be Authentic

### Experience: Brand Strategy & Management

- **Created a refreshed brand and culture program to support a new five-year strategic business plan by working with an agency partner** to complete competitive research, client and executive interviews, firm-wide surveys and eight internal workshops engaging the board, strategy team, business line partners and creative team to complete a brand framework, identity and standards that would serve all levels and aspects of the business.
- **Led the design and roll out and implementation of RS&H's 2018 visual rebrand to be more modern** in the marketplace, including updating all internal and external digital and marketing properties; developing a new "About Us" video; and launching an internal education campaign with videos speaking specifically to the visual identity, brand guidelines, a new icon system, environmental design and events.
- **Strategically designed and connected logo marks with brand frameworks and messages** to help a variety of B2C and B2B organizations visually represent their identity.
- **Developed foundational brand messaging** rooted in client and associate contributions and feedback by surveying 500 associates, interviewing clients in 6 markets, reviewing 20+ competitors, and hosting several focus groups and a larger discovery group session.
- **Prevented brand dilution by leading brand identity standards and consistency** across engagement channels and touchpoints for seven years at a multi-service, multi-market company.

### Experience: Creative Design & Direction

- **Reached more than 800,000 people and secured 496 contest entries** by developing a digital engagement campaign with a refreshed set of brand guidelines, utilizing social media, video and a marketing landing page that presented the campaign status live.
- **Drove ROI on strategic initiatives by gaining understanding of the business objectives** and market challenges, and converting it into an actionable creative brief and direction for integrated marketing campaigns.
- **Ensure visuals and copy have the right tone and feel to meet business objectives by guiding a creative team** through ongoing campaigns, events and digital projects based on creative briefs outlining the background, objective, description, audience, deliverables and KPIs, quickly iterating ideas and solutions.
- **Increased newsletter subscriptions by 13% by researching and developing user personas to design a campaign** that spoke to those in aviation industry specifically, choreographing photo shoots and interviews of our employees to feature stories that demonstrated understanding of and empathy for our client partners.
- **Developed and worked with 30+ brands over 17 years** to stand out in the market place by leveraging a combination of business savvy and design systems, principles, typography and color theory.
- **Amplified the brand's new visual identity and workplace guidelines by generating excitement and engagement** with a "Make Your Mark" campaign, inviting employees to come paint a "graffiti wall" in the company headquarters.

### Experience: Project, Team and Resource Management

- **Fostered productive teams** where everyone learns, grows and inspires each other with no ego by managing as a leader/doer, setting vision with creative briefs and working hands-on alongside multidisciplinary teams, business lines and external partners.

- **Retained and promoted 100% top design talent** while also increasing efficiency, expanding capabilities, and broadening trust, recognition and investment for a growing creative team by actively supporting staffs' expressed interest and skill development in art direction, environmental design and motion design.

## Career Progression

RS&H <i>Creative Strategy Lead</i>	2018 - Present
Web.com <i>Senior Art Director</i>	2017 - 2018
RS&H <i>Senior Graphic Designer</i>	2014 - 2017
Pearl Design Studios - <i>Senior Art Director</i>	2013 - 2014
Cason Lane Design - <i>Owner, Creative Director</i>	2009 - 2013
Kreinst & Associates - <i>Graphic designer</i>	2006 - 2009
The Dalton Agency - <i>Graphic designer</i>	2004 - 2006

## Education

BFA, Flagler College, major in Graphic Design and minors in Advertising & Illustration, 2005

## Certifications

IDEO Certificate in Creative Leadership, 2021

## Memberships

AIGA, 2001-2009; 2017 - present

## Volunteer

Florida School of the Deaf and Blind, 2014 - present

Volunteer for class trips, and in the graphic design studio for middle and high school student

## Portfolio Highlights

[RS&H Brand & Culture Program](#)   [Web.com Moment Campaign](#)   [Web.com Rebrand](#)   [RS&H visual identity](#)   [Logos](#)

## Skills & Technology

Creative design and direction  
 Team management and mentorship  
 Clear vision and roadmapping  
 Brand Strategy  
 Project and program management  
 Budget management  
 Cross-division collaboration  
 Open communication

Relationship development  
 Vendor and agency partner relationships  
 Adobe Creative Cloud  
 Collaboration and whiteboard tools  
 Microsoft Office  
 Agile workflow and collaboration tools

Animation and Motion Design  
 Environmental Design & production  
 Illustration  
 Identity design  
 Brand standards development  
 Brand activation campaign development  
 Marketing campaign development