



www.calebhenshaw.com



calebhenshawdesign@gmail.com



(804) 517-6075



education

Virginia Commonwealth University
Bachelor of Science in Mass
Communications Concentration in
Creative and Strategic Advertising

awards

Gold Addy
Gold Regional Addy for Single TV
commercial at AAF Hampton Roads

skills

Photoshop

Web Design

Illustrator

Illustration

InDesign

Packaging

Video Creation

Motion Graphics

hello

Passionate Graphic Designer and Illustrator with 3+ years experience looking to bring my talents in design, art, and marketing to a new creative team. Developed and aided in launching the brand of a multi-million dollar development, Summit Pointe, which includes the Dollar Tree Headquarters. Worked with 70+ brands in all aspects of marketing and design.

experience

Advanté-BCS Advertising March 2017 - Present

Lead Graphic Designer

In this role, I have spearheaded both print and digital designs from concept to creation, developing logos, brands, and branded marketing content. I worked alongside the team for everything from creating trade show displays to producing and editing video content for campaigns, social media, packaging, and websites. I also designed client websites, email campaigns, direct mailers, and brochures. While working at Advanté-BCS, I trained multiple colleagues in various design-related skills.

Haberdash April 2016 - March 2017

Freelance Graphic Designer/Graphic Design Consultant

At Haberdash, I collaborated directly with clients to create logos and designs for apparel. I provided excellent client service and regularly spoke with clients to ensure their satisfaction throughout the process.

Retrograde Motor Co. 2016

Lead Designer/Brand Developer

In this role, I built the brand of a clothing company to fit the requested motorcyclist lifestyle. I also worked to develop the website and online store as well as create designs for all of the clothing.