

# CASSIE NAVARRO

## EDUCATION

### **Savannah College of Art and Design**

Savannah, Georgia, 2016-2020

Hong Kong, 2019

## TECHNICAL SKILLS

Adobe Suite

*Photoshop, Illustrator, InDesign,  
After Effects, Premiere, Firefly*

Art Direction

Branding

Campaign Design

Environmental Graphics

Illustration

Motion Graphics

OOH Advertising

Prop Styling

Typography

## HMU

(919) 717-9483

[casmnav@gmail.com](mailto:casmnav@gmail.com)

[www.cassienavarro.com](http://www.cassienavarro.com)

## TL;DR

Creative Graphic Designer and Illustrator with 6 years of experience creating visual campaigns for Broadway productions and leading brands including Warner Bros. Discovery, Nickelodeon, and Target. Skilled in print, digital, social, and out-of-home design, with a focus on storytelling, brand identity, and audience engagement.

## EXPERIENCE

### **Situation, Graphic Designer** *NYC, 2025-Present*

Create marketing campaigns and visual assets for major Broadway productions, including *Wicked*, *Maybe Happy Ending*, *Titanique*, and *Mamma Mia*, as well as entertainment and live experience brands across New York City. Design digital, social, print, and out-of-home creative that strengthens brand identities and drives ticket sales. Collaborate with creative directors, copywriters, strategists, and account teams to develop compelling campaign executions, with occasional motion graphics support.

### **Warner Bros. Discovery, Freelance Graphic Designer** *NYC, 2024*

Designed presentations, environmental graphics, and event materials for internal marketing initiatives at Warner Bros. Discovery, supporting executive communications, company events, and brand visibility.

### **Nickelodeon, Launch Team Graphic Designer** *NYC, 2022-2024*

Responsible for ideating and producing print and digital creative solutions to promote Live Action Movies, Series and Animated properties. Assignments include key art conceptualization and post production, logo design, launch kit design, collateral material, and large scale print/digital pieces.

### **Target Headquarters, Motion Art Director** *Minneapolis, 2020*

Responsible for the creative direction of video productions and developing animations/motion graphics for promotional materials and Target-owned brands.

### **Target Headquarters, Graphic Design Intern** *Minneapolis, 2019*

Worked collaboratively with the Target Creative Style team on Target-owned brands, in-store marketing, social campaigns, and diversity/inclusivity; as well as with the Marketing team to develop and present a new marketing concept for Target.

## ALL I DO IS WIN

Paramount x Adobe Design Day Winner, 2024

Graphic Design Senior Showcase, 2020

SCAD PRO Ritz-Carlton Hong Kong Collaboration, 2019

Off the Wall 3D Works Collection permanent collection, 2018