

# Jerkone Casem

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## CONTACT

[www.jerkone.ca](http://www.jerkone.ca) 

jerkonecasem@gmail.com

604-355-5567

## SKILLS

Identity Design

Art Direction

UX/UI Design

Website Design

HTML & CSS

Motion Graphics

Videography

Photography

## TOOLS

Illustrator

Photoshop

After Effects

Figma

## EDUCATION

[Simon Fraser University](#)

BA, Interactive Arts & Technology

2012 - 2019

## WORK EXPERIENCE

### Graphic Designer

[Wavo](#) / Mar 2021 - Apr 2023

Spearheaded the art direction of a rebrand initiative utilising presentations, guidelines, and mockups to align the company on a new look and feel.

### Graphic Designer

[BlankGroup](#) / Apr 2020 - Mar 2021

Executed branding and UX/UI projects for the agency: spoke with clients, managed deadlines, and led small teams.

### UX/UI Designer

[Simon Fraser University](#) / Jan 2018 - Dec 2020

Led a website redesign in a small startup-like environment: co-created with the product owner, communicated with developers, and mentored junior designers. Increased stakeholder buy-in by listening to feedback, resolving their concerns, and communicating our limitations.

### Graphic Designer

[All Purpose](#) / Aug 2020 - Sep 2020

Quickly delivered a visual identity for an IBM sub-brand by building on the creative lead's concepts and producing visual assets.

### Visual Design Intern

[IBM](#) / Sep 2017 - Dec 2017

Produced on-brand creatives by employing IBM's design guidelines. Helped five enterprise-level software & strategy ventures pass the proposal phase in four months by designing decks and visual assets.

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## PRO BONO & VOLUNTEER EXPERIENCE

### Graphic Designer

[The Lucid Fairy](#)

Sep 2023 - Nov 2023

### Graphic Designer

[The New Kid Collective](#)

Jan 2021 - Jul 2021

### Graphic Designer

[Vancouver Startup Week](#)

Oct 2020 - May 2021