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BE
BOLD
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VISUAL DESIGN

CASEBOLT DESIGN CO

ILLUSTRATION

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BE
DARING
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My name is Mike Casebolt, a Boulder-based visual designer and illustrator. For the past 8 years, my experience has included working in-house and agency-side with a wide range of clients from national brands to small startups. Beyond aesthetic, beyond trends, I strive to make experiences simpler, easier, memorable, and above all else - rewarding. There are countless ways to tell a story, from logo design and identity, conceptual illustrations, to full site execution, but only a precious few that best represent the values of the brand itself. It's my job to help discover that potential then bring it to life in a beautiful way.

EXPERIENCE

2012-2016 | IMM/FACT & FICTION
Boulder, CO

Role:
Sr. Art Director

- Creative ideation and high level execution across a variety of channels
- Contributed at all stages of the creative process to help produce innovative, effective user experiences
- Designed mobile/responsive app and web designs for a variety of clients
- Provided feedback and mentorship within the creative team
- Elevated the design aesthetic of all deliverables while ensuring brand integrity
- Presented creative concepts to internal and client partner teams
- Creative ideation and execution for various clients for their social media platforms
- Executing on and contributing to the continued refinement of internal brand projects
- Produce conceptual illustrations to translate complex concepts into easy-to-understand visuals

2012-2013 | NPR
Remote

Role:
Design & Strategy

NPR reached out to me to work with their internal design team to lead the rebrand effort for the popular Wait Wait... Don't Tell Me! show. I concepted and developed a new mark for the Wait Wait brand and then built out the visual identity system across the board from water bottles to stage graphics for the live show.

2008-2012 | Full Sail University
Winter Park, FL

Role:
Designer II

I was a Designer for Full Sail University's award-winning internal creative and advertising studio. I was responsible for designing and illustrating marketing and internal communications for Full Sail University, LA Film School & LA Recording School. My responsibilities included:

- Branding and strategy
- Visual storytelling
- Producing strong conceptual illustrations that simplify complex concepts
- Environmental and wayfinding graphics
- Creative ideation and designed marketing campaigns and landing pages. Also, improved the design of existing ones.
- Creating engaging motion graphics for internal communication & advertising campaigns
- Marketing materials that included books, postcards, shirts, etc.
- Event ideation and branding

PUBLISHED & RECOGNIZED

2017 | How Design Magazine
In-House Campaign Illustrations

2015 | Art Directors Club
6 awards for various projects at IMM

2015 | Communication Arts Magazine
On The Border Campaign Typography

2013 | Featured on NPR's Blog
Recognized for the work on Wait Wait... Don't Tell Me!

CONTACT INFORMATION

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AREAS OF FOCUS

Art Direction
Strategy
Brand Identity Design
Creative Direction
Logo Design
Print Collateral
Packaging
Iconography
Illustration
Interaction Design
iOS App Design
Responsive Web
Marketing
User Experience

CLIENTS

Evernote
Roku
General Motors
Full Sail University
Asana
On The Border
Knot Standard
Maggiano's
Maxlove
NPR
Looker
HBO
Wheelhouse

EDUCATION

2006-2008 • Full Sail University Winter Park, FL
Bachelor's Degree in Digital Arts & Design

2013 | Brand New

Branding work featured for NPR's Wait Wait... Don't Tell Me!

2014 | Denver Fifty Award

Maggiano's "Lighter Take" Digital Campaign