



I'm Cassie & I'm Rad.

CASSIE RADSTAAK

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instagram: cassie_rad
cassieisrad.com

EDUCATION

General Assembly

HTML, CSS & Web Design
Certificate // 2015

George Brown College

Digital Arts Certificate // 2010

U.O.I.T.

Bachelor Of Education // 2006

University Of Western Ontario

Bachelor Of Science
(Math & Physics) // 2005

SKILLS

Adobe CC

// Illustrator
// InDesign
// Photoshop
// XD

Figma

Professional

// Photo/Video Art Direction
// Press Approvals
// Vendor Sourcing
// Front-end HTML/CSS

For Fun

// Cycling - All the bikes
Road, Mountain, Track,
Gravel and BMX
// Alpine Skiing
// Bouldering
// Beach bum

ABOUT ME

I'm Cassie, an experienced designer and art director based in Dearborn, Michigan. I like coffee, I wear black, I ride bikes in the summer and ski and climb in the winter. I've worked with brands across education, consumer packaged goods and foodtech. I've honed my skills working in small boutique design studios, higher education and in-house at a successful startup. Let's create something rad together.

WORK EXPERIENCE

Tovala // Chicago (remote) // tova.com

Sr. Design Manager // May 2022 – Present

Work cross functionally with all departments and developed new branding across all channels. Created a new sub-brand and all aspects of creative and art direction. Worked with marketing and growth teams on marketing initiatives. Led photo and video projects.

Midwest Common // Detroit // midwestcommon.com

Sr. Designer // September 2021 – February 2022

Worked with a cross-functional team of design specialists including interior and industrial designers to create and re-imagine exciting brands and experiences.

University of Michigan, School of Public Health, Online MPH

Instructional Services, Graphic Designer // December 2019 – September 2021

As part of the design and multi-media team I played an integral role in the creation of the course materials for the online MPH program hosted on Coursera. I helped to create an ongoing library of styles in line with University brand standards and DEI guidelines.

Rad. // cassieisrad.com

Freelance Designer // January 2016 – December 2019

This one woman show was a great way to work on projects that were both meaningful and meaty, including a book of photography for the influential NYC street photographer Ricky Powell.

snack // Toronto // snack.is

Designer // December 2014 – December 2015

A boutique agency with clients such as Sanofi Canada and Appleby College. I honed my craft and completed multiple large scale infographic installations and interior projects.

Bhandari & Plater Inc. // Toronto // bhandariplater.com

Designer // January 2013 – December 2014

A boutique agency with clients such as The Schulich School of Business, Bayview Glen and Canadian Modern Press. I coordinated all print and digital advertising and learned the ropes of print production and typography.

52 Pick-Up // Toronto // 52pick-up.com

Graphic Design & Production // October 2011 – December 2011

Concrete // Toronto // concrete.ca

Intern & Freelance Designer // March 2011 – May 2011

Where I got my start and learned so much.