

## EDUCATION

**Virginia Commonwealth University**  
Richmond, Virginia (2008 – 2012)  
BFA in Graphic Design; Graduated Cum Laude.  
Da Vinci Center.

## AWARDS & ACHIEVEMENTS

Richmond Ad Show Student Award: Bronze (2012)  
Dorothy Meyers Wizer Scholarship (2009-2011)  
Deans List (2009-2011)

## TECHNICAL KNOWLEDGE

**Digital:** PC and Mac platforms; Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, Sketch, Microsoft Office; Keynote; HTML, CSS, Basic Javascript/JQuery, Basic PHP, WordPress CMS; FontLab; Photography & Manipulation

**Traditional:** graphite, charcoal, acrylic, paper construction, sewing

## CESLEY IS...

analytical, a quick learner, a good improviser, receptive to criticism, organized, punctual, dependable, independent

## EXPERIENCE

### INM United

Richmond, Virginia (July 2016 – September 2016) **Contract Designer**  
Created high-fidelity marketing site and mobile app prototypes for user experience research phase in Agile work environment. Assisted product lead in conducting and assessing user interviews to create comprehensive user research report.

### NextDayBetter

(April 2013 – Present) **Creative Director**

Developed brand identity. Pushed company forward creatively to formally launch in New York and expand state-side and globally (i.e., Los Angeles, San Francisco, Toronto, London, and more) in a span of two years. Oversee the process of any creatively or visually-driven deliverables. Consult with core team in regards to marketing strategies and marketing design needs.

### Mobelux

Richmond, Virginia (August 2015 – May 2016) **Designer**

Collaborated with other designers to execute UIs for custom web platforms and software. Provided UX research, such as site maps, user flows, user persona profiles, and Google Analytics analysis reports, for the design team.

### Key Web Concepts

Chesterfield, Virginia (November 2013 – August 2015) **Web Designer**

Executed designs for local start-ups with short deadlines and tight budgets. Managed multiple projects and clients. Collaborated with copywriters on a daily basis to determine the best solutions for each project. Designed WordPress websites (UI/UX), logos and print collateral.

### Micheal Sparks Design

Richmond, Virginia (May 2013 – October 2013) **Graphic Designer**

Conceptualized and executed designs for print and web.

### Prophet

Richmond, Virginia (June 2012–March 2013) **Experience Designer**

Colaborated with the innovation team in order to create and design material for client ideation/work sessions ranging from handouts to oversized posters to environmental elements. Designed and refined print material and powerpoints for internal usage. Conceptualized, designed, produced and shipped out “inspiration suitcases” to clients based on project goals.

## PUNCH

Richmond, Virginia (June 2011 – December 2011) **Intern**

Assisted designers with client jobs at different points of the creative process such as research, concept ideation, sketching, refinement and preproduction. Contributed to various print material and Web graphics. Completed managerial tasks on a daily basis.