






CASEY AHMED

SENIOR DESIGNER

CONTACT

 caseyahmed.com
 404-805-0541
 casey.m.ahmed@gmail.com
 linkedin.com/in/caseyahmed
 Miami, FL

PROFESSIONAL SUMMARY

Senior Designer with 7+ years of experience crafting digital marketing assets for e-commerce and lifestyle brands with a proven ability to develop scalable branding systems. Specialized in high-impact email design for audiences over 4 million, with working knowledge of UX/UI for landing pages. Adept at leading design teams, optimizing conversion rates, and managing full project lifecycles.

EDUCATION

UX Design Certificate

General Assembly
2022

BA in Advertising, Studio Art Minor

University of Georgia
2016 - 2019

SKILLS

Design

Email Marketing · Email Template Systems · Email Campaigns · Digital Design · UX/UI Design · Landing Page Design · Campaign Strategy Visual Storytelling · Art Direction · Branding & Identity Design · Design Systems · Product Photography · Photography Editing & Retouching · Illustration · Print Design · Typography · A/B Testing

Technical Tools

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Lightroom · Figma · Canva · Basic HTML/CSS · CRM Tools · Google Workspace · Slack · Notion

Collaboration

Cross-Functional Collaboration · Client-Facing Communication · Creative Direction · Team & Marketing Calendar Management

WORK EXPERIENCE

Senior Email Graphic Designer

Hey Frankie | Sept 2024 - Present

- Designed 15-20 branded emails per week across multiple client accounts, including OLLY, Gooseberry, Rewind Greens, and Badass Beard, aligning strategy with each brand's tone, audience, and marketing goals.
- Created visually compelling layouts that balanced aesthetic appeal with performance best practices, ensuring compatibility across devices and email clients.
- Partnered with copywriters, strategists, and account managers to deliver polished, on-brand assets on tight turnarounds and fast-paced schedules.

Lead Designer

StackCommerce | Jan 2023 – Jun 2024

- Directed and scaled a design team supporting StackSocial and 1,000+ media partners including Mashable, CNN, and New York Post.
- Designed and systemized 100+ email templates and brand assets in Photoshop and Figma, boosting engagement across 4M+ subscribers while saving the team an average of 6+ hours per week on production workflows.
- Produced UX-informed landing pages, digital ads, product mockups, and editorial visuals that increased average CTR.

Senior Graphic Designer

Cratejoy | Aug 2021 - Dec 2022

- Developed branded email designs, homepage banners, and landing pages for Cratejoy's subscription box marketplace, reaching over 2 million users.
- Produced cohesive campaign kits including web assets, social graphics, and email content while adhering to a fast-paced marketing calendar.
- Applied A/B testing insights to continuously refine design strategy, achieving up to a 4.5% lift in CTR for optimized email designs.

Lead Designer

Petit Vour | Aug 2019 - Jul 2021

- Spearheaded all creative design for a luxury vegan beauty brand, including email marketing, homepage graphics, printed inserts, and video content.
- Directed and styled product photography for e-commerce and social media used in 30+ marketing campaigns, maintaining brand consistency across digital channels.
- Illustrated custom monthly beauty box cards, incorporating seasonal themes and brand storytelling to elevate the unboxing experience.