



CASSIDY STELLING

GRAPHIC DESIGNER | PHOTOGRAPHER

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SOFTWARE SKILLS

- Adobe (Photoshop, Illustrator, Lightroom, InDesign, Bridge)
- Microsoft Office

DESIGN SKILLS

- Typography
- Photo Manipulation
- Visual Identity
- Brand Strategy
- Logo Design
- Composition & Layout
- Illustration

EXPERIENCE

Michigan State Football / East Lansing, MI / Assistant Director of Graphic Design / May 2024 – Present

- Responsible for designing graphics for social media platforms during the 2024 preseason, regular season, and offseason, including game week content, victory graphics, Instagram arrival stories, award graphics, and recruiting materials.
- Photograph high-quality images for studio shoots, fall camp, workouts, in-game action, arrivals, social content, jersey reveals, recruiting visits, media day, Pro Day, spring ball, and other events as needed.
- Contribute to the execution of the creative strategy and branding for the 2024 season as well as assist in the development of the 2025 season visual branding system.
- Design the official 2025 Michigan State Pro Day logo, featured on social media, custom apparel, and in-house creative materials.
- Create printed assets such as credential passes for official visits, monthly mailers for recruits and families, and the official 2024 season schedule poster.

Cleveland Browns / Berea, OH / Graphic Design Assistant July 2023 – May 2024

- Designed social graphics for all social platforms, game week graphics, internal ad campaigns, sweepstakes, dedicated emails, etc...
- Oversaw and edited the scoring drive and quarter score graphics for social media during all NFL games in real time.
- Assisted in creating and editing all graphics and campaigns during the preseason, regular season, and post season.
- Led the creative strategy, design, and visual concept for the 2023 Cleveland Browns My Cause My Cleats campaign, while also photographing cleats for graphics, social media, and the team website.
- Visualize and illustrate design concepts for the Dawg Pound Captain guitars used during the game day experience at the Cleveland Browns Stadium.
- Designed, illustrated, and hand-painted Dawg Pound Captain guitars for Adele and Rich Paul on behalf of the Cleveland Browns.

Freelance / Remote / Designer, Photographer, Muralist February 2020 – Present

The LA Kings / Los Angeles, CA / January 2024 – Present

- Creating social, promotional, and in-arena graphics for LA Kings events and promotions while adhering to the style guide and brand standards.

Fearless Ink Custom Apparel / Kearney, NE / April 2023 – Present

- Design and illustrate graphics and logos for screen printing and embroidery on custom apparel.

EDUCATION

University of Nebraska at Kearney Bachelor of Fine Arts – Visual Communication & Design August 2019 – Graduated May 2023

AWARDS AND HONORS

- AAF Nebraska Silver ADDY Award Winner / 2023
- AAF Nebraska Gold ADDY Award Winner / 2022
- Phi Eta Sigma Honors Society Member / 2020 – 2023