

# Lena Edström Cass

## BRAND AND DESIGN MANAGER

Brand & Design Manager with 13+ years of experience creating and elevating brands across both digital and print. Skilled in developing cohesive visual identities, leading corporate rebrands, and translating brand strategy into high-impact creative across every touchpoint—from websites, email campaigns, digital advertising, and social media to trade show experiences, print collateral, and corporate photography.



## References

**Lisa Bergerson**, Capacity  
612.386.4507 (US)

**Ashley Bard**, Capacity  
724.448.8555 (US)

**Greg Taylor**, Capacity  
+44 7841135310 (UK)

## Proficiencies

- Adobe Creative Suite
- Adobe After Effects & Premiere Pro
- Figma
- Canva
- Branding & Visual Identity
- Digital & Print Design
- UI/UX Design

## Education

### Bachelor of Arts in Photojournalism

Cardinal Stritch University  
GLENDALE, WI | 2010-2013

## Contact

414.828.8891  
[lena.cass@icloud.com](mailto:lena.cass@icloud.com)  
[www.lenacass.com](http://www.lenacass.com)  
[linkedin.com/in/lenacass](https://www.linkedin.com/in/lenacass)

## Experience

### • BRAND AND DESIGN MANAGER

**Capacity**  
2021-2026

Brand & Design Manager leading brand strategy, creative direction, and execution across digital and print channels, including:

- Company rebranding, brand elevation & visual identity development
- Creative direction and brand consistency across all touchpoints
- Website UX/UI design and digital experiences
- Video design, animation & motion graphics
- Presentation deck and sales enablement design
- Social media, email marketing, and digital ad design
- Tradeshow booth design and full event branding, including event collateral, promotional materials, giveaways & swag, and more.
- Management of vendor relationships and creative production management
- End-to-end project management from concept through execution

### • SENIOR GRAPHIC DESIGNER

**Logic Monitor, Inc.**  
2022-2024

Senior Graphic Designer utilizing market research and analytics to produce digital designs across a wide range of marketing channels, including:

- Presentation deck design
- Social media and email graphic design
- Digital advertising and paid media

### • SENIOR DIGITAL DESIGNER

**Penta Technologies, Inc.**  
2018-2021

Senior Digital Designer leveraging market research and analytics to launch and grow a new software product, including:

- Social media strategy, copy & graphics
- Email marketing and digital advertising & campaign design
- Website design, layout & front-end coding
- Video production for ads, webinars & interviews
- Tradeshow booth & event design
- Corporate headshot photography