



KAT CASSIDY
MULTIMEDIA DESIGNER



MATCHFIRE

WE'RE CRAZY, BUT THE GOOD CRAZY



A PEEK INSIDE

<https://vimeo.com/196803067>

OUR SERVICES

DATA IS OUR FUEL, PURPOSE IS OUR SPARK

Strategic Solutions

- Data Science & Insights
- Brand & Product Launch
- Marketing Planning

Management Solutions

- Social Media Management
- Cause Marketing & Fundraising
- Multichannel Campaign Management

Engagement Solutions

- Brand Marketing
- Digital Experience Design
- Concept & Design Services

Innovation Solutions

- Marketing Automation
- Auctions
- Investment & Build in Tech Start-Ups

OUR CLIENTS

THAT I'VE WORKED WITH





WHAT I DO

COOL THINGS THAT TAKE UP MY DAY



ANIMATIONS

<https://vimeo.com/165469623>

VIDEOS

<https://vimeo.com/180198028>

STOP MOTION

<https://vimeo.com/175626337>

PHOTOGRAPHY



TIMELAPSES

<https://www.facebook.com/shareslo.com/videos/687642598059642/>

GIFS

ANIMATED IMAGES

<http://katcassidy.com/gifs>

CINEMAGRAPHS

PHOTO-VIDEO HYBRID

<http://ketcassidy.com/gifs>



HOW I GOT HERE

MY WEIRD JOURNEY



A BRIEF TIMELINE



2012-2015

Hired as a Video Editor
at the Admissions Office
(video passion developed
here woo!)



2010-2015

GrC Major,
DRT Concentration, Media
Arts & Technologies Minor



APRIL 2015

Started looking for jobs,
interviewing, and figuring
out what I wanted to do
(bad idea!)



JUNE 2015

Graduated with 2 job offers
(both not a great fit)



3 MONTHS LATER

QUIT!



SEPT – NOV 2015
Unemployed
(scariest 2 months ever)

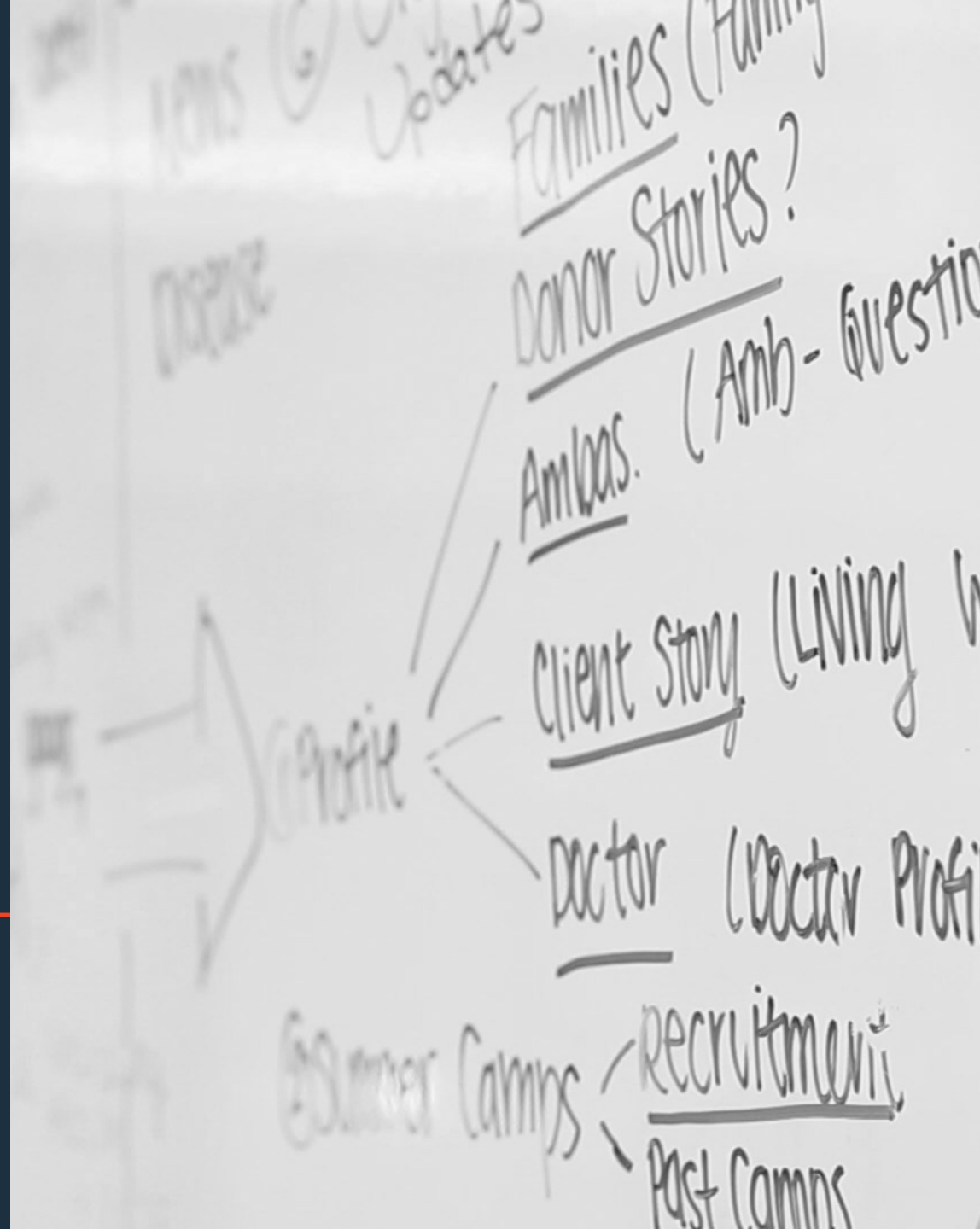


NOVEMBER 19, 2015
Job offer from Matchfire
(and on my birthday too!)



WHERE TO START

HOW EARLY IS TOO EARLY?



IT'S NEVER TOO EARLY

- Do Internships
- Contact Interns + Employees
- Read Lots of Job Descriptions
- Let People Know Your Skillsets
- Network, Network, Network
- Create Your Own Position

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INTERVIEWING

SOME USEFUL TIPS



YOU GOT THIS

- Come Prepared
- Know What is Legal
- Pay Negotiation
- Get It In Writing
- Be Thankful
- Always Follow Up

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TRIAL ASSIGNMENT

MORE THAN JUST ABOUT YOUR SKILLS



SHOW 'EM WHAT YOU GOT

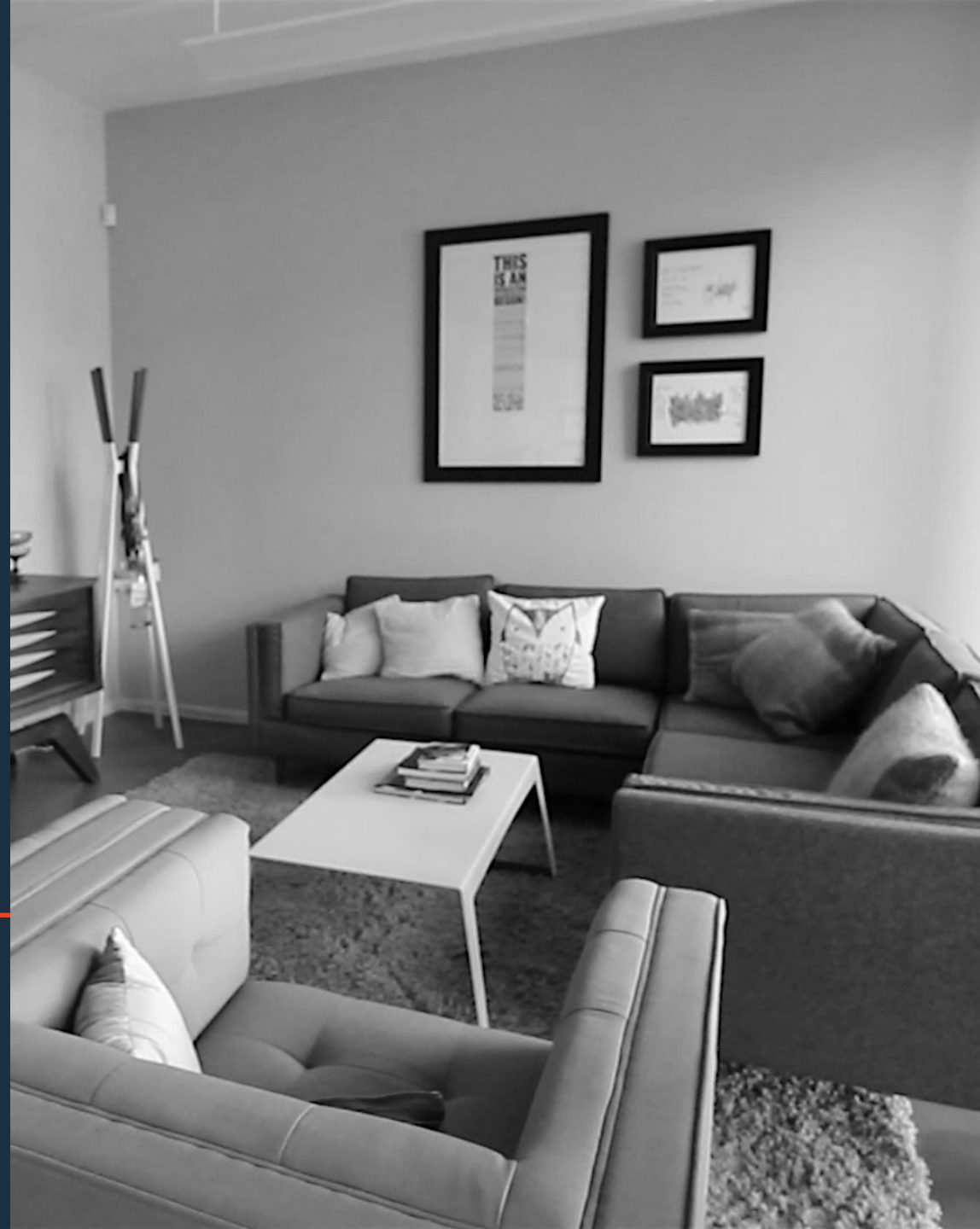
<https://vimeo.com/170569511>

- My prompt
- Make the time
- Tested **how** I worked



DECISIONS

CHOOSING AN OFFER



DETERMINE DEAL-BREAKERS



Salary

Determine your worth and the lowest you'll go



Location

Length of commute, type of city, weather



Benefits

Healthcare, 401(k), stock, vacation, holidays



Culture/People

The day-to-day with your coworkers



Purpose

Do you believe in what you're working for?



Overtime

What's expected of you?



Type of Work

Is it what you want to do? Is it challenging?



Travel

Do you want this to be a part of your job?



Management

Do they give constructive feedback?



Opportunity

Is there room for promotions and growth?

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THINGS I DIDN'T CONSIDER



Team Size

Are you in a team, or is it just you in your department?



Autonomy

Are you trusted to get work done without being constantly micromanaged?



Respect

Do you respect who you work for and how they treat their employees?



Flexibility

Can you work from home if you need to?
Be a little late?



Work-Life Balance

Does your boss value your life outside of the work day?

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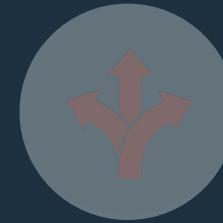
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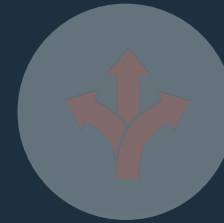
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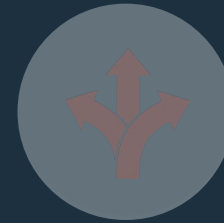
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LESSONS

FROM MY EXPERIENCES



WHAT I'VE LEARNED

- Timing is Everything
- Back Up Your Design Choices
- Take the Initiative
- Working with Clients
- Know When to Push Yourself
- Research
- Take Care of Yourself
- Never Stop Learning

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OBSERVATIONS

MISTAKES I'VE NOTICED



THINGS TO CONSIDER

- Senior Projects
- Be Thankful
- Double-Check, Then Triple-Check
- Be on Time
- Ask Thoughtful Questions
- Don't Give Problems Without Solutions

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I WISH I KNEW...

HINDSIGHT IS 20/20



THINGS I WISH I KNEW

In School

- Push Yourself
- Extra Classes
- Hour Estimates
- Opportunities
- Conference Discounts
- Work with Clients

In My Career

- Paths Differ
- Salary Laws
- Don't Feel Lost
- Don't Compare Your Work

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<https://vimeo.com/24715531>