

CASE

2022 INTERNSHIP PROGRAM



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A CASE internship offers qualified candidates an opportunity to learn, grow, and gain valuable experience by applying their talent and skills in a real-life environment.

We are looking for candidates who are:

- Dynamic and positive, with demonstrated talent and skills in their respective area of focus
- Self-starters, with clear learning goals and the ability to drive their own development
- Able to work collaboratively as well as independently
- Organized and able to work on multiple tasks with excellence
- Ready to work hard and have fun in a fast-paced environment

GRAPHIC / DIGITAL DESIGN

- Recent BFA graduates (or entering senior year) with a portfolio of high-quality design work
- Refined aesthetic and strong design skills, including layout, typography and UI/UX
- Highly proficient in the Adobe Creative Suite: Photoshop, Illustrator, InDesign; InVision, Sketch, Figma, Zeplin, HTML, and CSS

MOTION DESIGN

- Recent BFA graduates (or entering senior year) with a high-quality motion reel
- Refined aesthetic and strong motion design skills, including editing, retouching, animation and production
- Highly proficient in the Adobe Creative Suite: Premiere, After Effects, Photoshop, Illustrator and InDesign; Cinema 4D experience is a plus

ACCOUNT MANAGEMENT / STRATEGY

- Recent Advertising or Marketing graduates (or entering junior year) with experience in research, social media or copywriting
- Strong organizational and communication skills
- Proficient in Keynote, Adobe InDesign, spreadsheets and project management/scheduling software and/or research platforms

DETAILS

TIMING & LOGISTICS

- CASE internships typically run for 90 days (approximately 13 weeks)
- Internships are paid based on the New York State minimum wage of \$15 per hour. Interns are not eligible for benefits
- Interns are expected to work no more than 40 hours per week, but late nights or weekend work may be required occasionally
- Interns are responsible for finding their own housing and transportation

LEARNING OBJECTIVES

In your first week, you'll work with your supervisor to set learning objectives that complete the statement:

“At the end of this internship, I'd like to be able to...”

You'll articulate the outcomes you're committed to, then outline the specific actions that will help you achieve those outcomes. Collaborating with your supervisor to define these objectives and activities will provide a framework for your internship experience and allow you to *own* your development.

EXPECTATIONS

An internship at CASE allows you to apply your knowledge and skills in real-world situations, and offers opportunities to:

- Gain practical real work experience and build confidence in your abilities
- Expand your knowledge by listening to and observing others
- Improve your skills with hands-on experience
- Clarify your career goals
- Establish a network of contacts, mentors and references

CASE will:

- Provide you with a mid-level supervisor and peer support.
- Set clear expectations and assist you in developing learning objectives.
- Support your self-directed development with ongoing feedback and coaching.
- Provide opportunities to contribute to meaningful work for top-level clients.

Successful interns will:

- Be attentive and engaged. Observe, listen and ask questions.
- Have a positive attitude. Help others. Be a team player.
- Be on time. Work hard. Stay busy.
- Own your development. Set learning objectives and work hard to achieve them.
- Maximize the experience—both professionally and personally.

“I can’t believe how much I have learned in such a short amount of time. Not only from the internship but also from living in New York.”

DESIGN INTERN

“I’ve been able to work on several large and small projects with many different real world clients. I’ve seen what it takes to live in New York City and work in a very competitive design industry. This internship has taught me valuable lessons that I will remember for the rest of my life.”

DESIGN INTERN

“The overall dynamic here at CASE has been incredible. Everyone on the team is great to work with and truly genuine.”

ACCOUNT INTERN

“[This internship] helped me really focus on what I want and how I could get there.”

ACCOUNT / SOCIAL MEDIA INTERN

“It’s a great feeling that part of your work, no matter how small it was, helped contribute to the success of a project.”

DESIGN INTERN

“Everything I learned and observed will help me with my career in the future! I feel like I am ending my internship with so much more confidence than what I had when I first arrived.”

MOTION INTERN

“This truly was an experience that I will remember forever and one that will play a large part in shaping what I do in my career.”

DESIGN INTERN

“CASE exceeded my expectations for sure! The organization of the internship program helped me stay goal oriented. I think I learned a lot more because I set goals.”

MOTION INTERN

“[I learned] that having a design job is not 100% about design. It’s also about being good with people.”

DESIGN INTERN

ABOUT CASE

We design transformative
experiences and *digital*
activations for prestige
beauty and lifestyle brands.

STRATEGY

Brand Strategy
Digital Strategy
Campaign Strategy
Social Strategy
Content Strategy
Research & Insights

CAMPAIGNS

Campaign Strategy
Campaign Development
Campaign Production
Promotions

BRANDING

Brand Creation & Refresh
Brand Strategy & Architecture
Visual Identity
Naming, Voice & Messaging
Packaging
Brand Guidelines

SOCIAL MEDIA

Social Campaign Strategy
Social Campaign Development
Social-first Content Creation
Influencer Activations

DIGITAL

Digital Strategy
E-Commerce & Marketing
Website Design
Digital-First Content Creation
Digital-First Campaigns
App Interface Design

CONTENT

Social & Digital-First Content Creation
Photography & Video
Motion Graphics, Animation & 3D
Storytelling & Copywriting

WHO WE WORK WITH

bloomingdale's

ESTÉE LAUDER

eos
evolution of smooth



Theory

AVEDA

NARS

elf
eyes.lips.face

VALENTINO

CLINIQUE

araks

SHISEIDO

Johnson + Johnson

florence
by mills

SUMMER
FRIDAYS

KEYS
SOULCARE

Neutrogena®

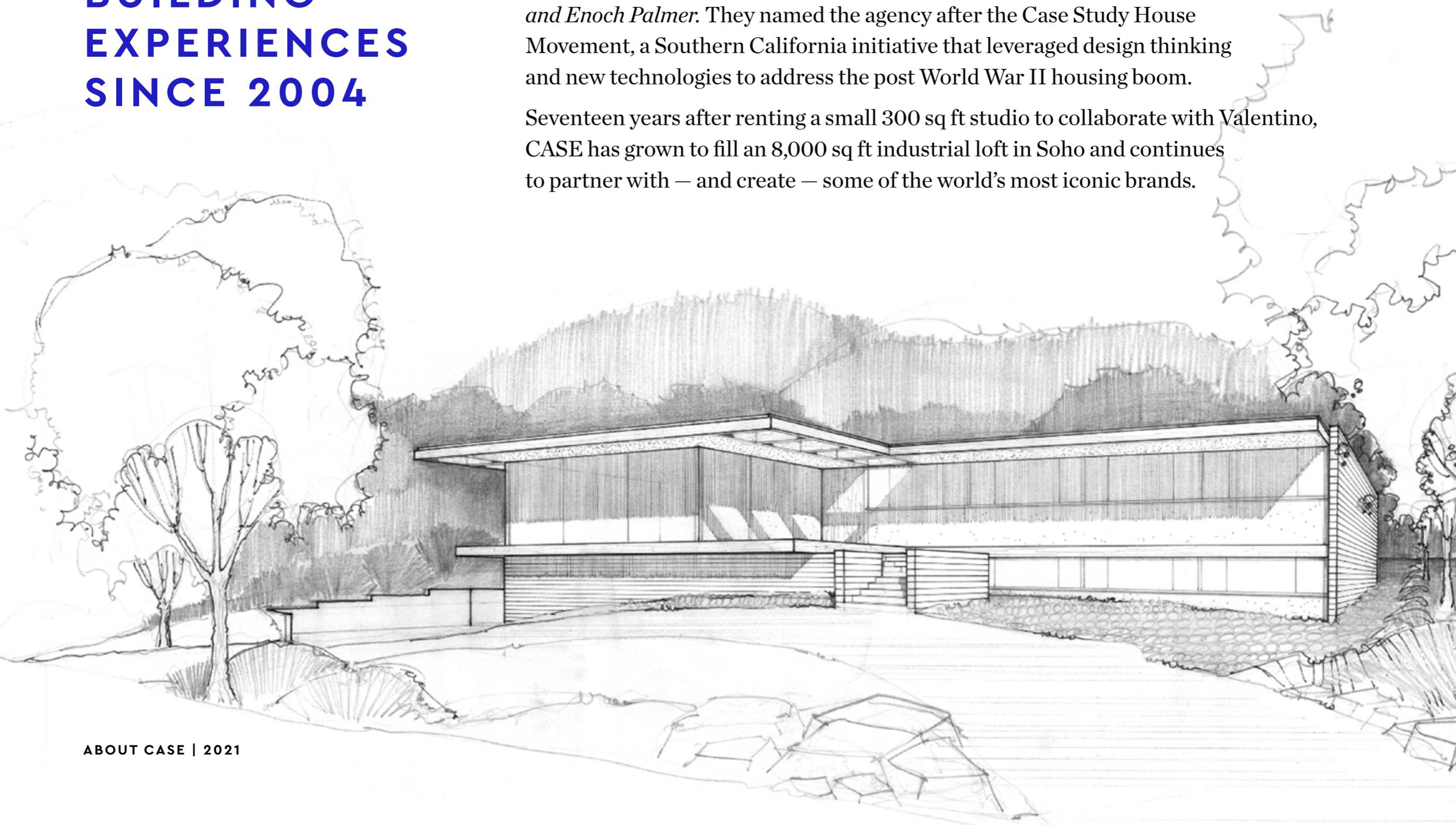
LVMH

OUAI

BUILDING EXPERIENCES SINCE 2004

CASE was founded in 2004 by Travis Stratford, Anthony Yumul, and Enoch Palmer. They named the agency after the Case Study House Movement, a Southern California initiative that leveraged design thinking and new technologies to address the post World War II housing boom.

Seventeen years after renting a small 300 sq ft studio to collaborate with Valentino, CASE has grown to fill an 8,000 sq ft industrial loft in Soho and continues to partner with — and create — some of the world's most iconic brands.



Interested in an internship
at CASE? To apply, visit:
caseagency.com/careers