

KAYLA



CONTACT

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EDUCATION

BFA in Graphic Design
Advertising Minor

St. Cloud State University (2011)

AWARDS

Hermes Creative Winner (2019)
Gold & Honorable Mention

EXPERTISE

Brand & Identity

Creative Direction

HTML & CSS

Photography

Photo Editing

Digital Design

Team Leadership

Presentation Design

Project Management

With 15 years experience in graphic design, I bring a strong variety of creative leadership to the table via industries and design disciplines. My uniqueness comes from the natural tendency to be both right and left brained in my thinking. I'm creative by nature; yet analytical with execution.

EXPERIENCE

Senior Graphic Designer

AtriCure | 2021 - Present

- Creative execution for global partners including social media, video, digital displays, presentations and clinical trials.
- Develop a consistent structure for digital designs with a brand strategy that expands the business into new areas.
- Brand steward leading the path for alignment and clarity within the organization including regular brand audits.

Graphic Designer & Photographer

Freelance | 2007 - Present

- Design for small to large scale companies including logos, websites, corporate invitations, social media and marketing materials.
- Experienced in landscape and family photography including being well versed in photo retouching.
- Passion for non-profit organizations by providing design and brand strategy within education, rehabilitation and veteran services industries.

Creative Services Manager

Wealth Enhancement Group | December 2015 - August 2021

Graphic Designer 2015 - 2017, Senior Graphic Designer 2017 - 2020

- Led an award-winning creative team that designed for print, digital, video, presentation and events in a fast-paced and regulated financial services industry with over \$40B assets under management.
- Developed numerous process improvements for workflows to achieve scalable and streamlined production work in a remote setting.
- Managed brand and design for internal, B2B and B2C by overseeing all design, copywriting, proofing and approvals.
- Identified a need and helped implement and onboard a new project management software. This increased productivity, enhanced task management, and streamlined projects across our marketing team.

Graphic Designer & Marketing Coordinator

Lillians | April - December 2015

- Designed and executed marketing strategy for 22 national franchise boutiques with in-store signage, mailers, email marketing and events.
- Increased social media engagement for 30 accounts by outlining monthly objectives with graphics for franchise owners to execute.
- Maintained great relationships with vendors which provided high-quality print and promo products to stores on time and within budget.