



KAYLA NICOLE LAKE

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EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Bachelor of Science Graphic Communication
Graduating June 2017
Concentration in Web & Digital Media
Computer Science Minor

INSTITUT DE CATHOLIQUE PARIS, FRANCE

Cultural Experiences Abroad
June 2015 – July 2015
Intensive Intermediate French III
French Politics & Society

SKILLS

ADOBE SUITE

- » Illustrator
- » InDesign
- » Photoshop

DESIGN

- » User interface
- » Brand development
- » Layout design
- » Magazine design
- » Logo Design

PROGRAMMING

- » Experience in Python, Java and C
- » Extensive problem solving skills
- » Basic design, implementation, testing, and documentation of object-oriented software

COMMUNICATION

- » Conversations come easily with people of all ages and walks of life

EXPERIENCE

GRAPHIC ARTIST NATIVE TRAILS

September 2015 – Present

Worked under head graphic artist to help design promotional material, including print and web designs. Produced weekly newsletter graphics for entire customer base. Created intricate and precise custom ordered blueprints for clients.

CO-FOUNDER & VP OF DIGITAL COMMUNICATION

January 2015 – Present

CAL POLY WOMEN IN BUSINESS ASSOCIATION

Responsible for designing advertising material, forging and executing social campaigns and creating graphics for publication and website use. Closely collaborated with VP of marketing to create *in depth* collateral for the association.

DJ KCPR

April 2015 – Present

Hosted and curated a live, publicly broadcasted radio show every week. Handled station material, including CDs, Vinyl & broadcasting operating system to play music live on air. Volunteered at locally hosted music events.

DIRECTOR OF MARKETING & SALES

January 2015 – June 2015

SONICFIT

Managed all outreach to potential and current clients through email marketing and social media. Updated email templates using HTML and CSS.

FREELANCE DESIGNER

December 2013 – April 2014

TITAN MARKETING INC.

Created promotional material and designed company logo, website and informational documents while collaborating with leadership team on design elements.