

KAYLA SUESS

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OBJECTIVE

I am a creative and detail-oriented Graphic Designer with a strong passion for visual storytelling and a proven track record in producing compelling marketing materials, web designs and brand identities. Skilled in Adobe Creative Suite, Figma, and user-centered design principles, with expertise in digital and print media.

EDUCATION / AWARDS

Northeastern Illinois University, Chicago, Bachelor of Arts in Graphic Design, Summa Cum Laude

• Art and Design Merit Scholarship 2022, 2023, 2024 • Student Leadership Award 2024

EXPERIENCE

Freelance Web Designer | Remote | 9/2024 - Present

- Designed and developed visually engaging and user-friendly websites tailored to clients' branding and functional requirements, ensuring seamless navigation and responsiveness across devices.
- Managed all aspects of the design process, from conceptualization to deployment, including HTML/CSS coding, typography selection, and integration of custom illustrations and graphics.

Graphic Designer | La Mosca | Chicago, IL | 5/2023 - 9/2024

- Developed template-based designs to ensure brand consistency across multiple print projects and managed projects from concept through final production, collaborating with writers and editors to meet publishing deadlines. Assisted with photo editing and color correction, ensuring high-quality imagery.
- Designed and produced an extensive array of visual content, including catalogs, brochures, and other print collateral, as well as digital assets such as iconography, illustrations, graphics, and images tailored for web.

Graphic Designer | MelliMay Studios | Freelance | 4/2024 - 9/2024

- Designed visually compelling digital and print materials, including web graphics, social media content, email layouts, digital ads, retail packaging, and presentations.
- Ensured brand consistency by adhering to established guidelines for color, typography, imagery, and messaging and developed templates and style guides to maintain a cohesive identity across all channels.

Social Media Intern | EDC/Skylit | Chicago, IL | 8/2023 - 12/2023

- Developed a wide range of digital content tailored for e-commerce platforms, websites, social media channels, email campaigns, and events. Ensured all designs and visual assets were on-brand and aligned with marketing strategies, enhancing brand visibility and engagement across multiple digital touchpoints.
- Worked closely with the creative director, playing a pivotal role in the planning and execution of various design projects. Actively contributed to project management by preparing presentation decks and materials that effectively communicated design concepts, timelines, and project scopes to stakeholders.

Assistant Manager | Urban Outfitters | Chicago, IL | 11/2020 - 4/2022

- Developed streamlined reporting processes that provided clear and actionable insights into inventory levels and regularly analyzed inventory data to identify trends and make informed decisions that enhanced operational efficiency and supported business growth and functionality.
- Encouraged open communication and teamwork, which led to increased employee satisfaction and a significant boost in productivity. Organized team-building activities and provided professional development opportunities to foster growth, engagement, and a shared commitment to achieving performance targets.

Customer Relations Specialist | Corporate Travel Services | Northville, MI | 8/2019 - 7/2020

- Employed advanced Excel functionalities to categorize and analyze data sets, enabling comprehensive insights into customer behavior, preferences, and trends.
- Demonstrated adeptness in navigating complex negotiations to reach mutually beneficial agreements, resulting in increased revenue generation and enhanced client satisfaction.

Lead Photographer | RJ Images | New Boston, MI | 1/2015 - 3/2020

- Managed the digital production process, ensuring high standards of quality and precision. Including comprehensive image processing tasks such as color correction, cropping, and resolution adjustments, as well as detailed retouching to enhance and meet specific project requirements
- Delivered exceptional photography that significantly improved brand perception and customer engagement, creating visually compelling images, effectively capturing the essence of the brand.

PROFESSIONAL SKILLS

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|---------------------|----------------------|--------------|----------------|
| • Adobe Photoshop | • Adobe AfterEffects | • HTML/CSS | • Prototyping |
| • Adobe Illustrator | • Adobe Premiere | • Javascript | • Typography |
| • Adobe InDesign | • Microsoft Office | • Figma | • Illustration |