



# KAYLA SUESS

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## OBJECTIVE

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, including catalogs, brochures, and iconography.

## 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

- Spearheaded the development of diverse design concepts and multiple variations for each project, tailoring visual solutions to meet specific branding requirements. Conducted thorough research and exploration of styles, colors, and layouts to ensure designs resonated with target audiences, ensuring alignment with objectives.
- 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 and social media.

**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 marketing channels.

**Printing Specialist** | Busy Beaver Button Company | Chicago, IL | 4/2022 - 4/2024

- Oversaw the entire digital production process, ensuring a smooth transition from design to final output. This included meticulous file preparation, layout adjustments, and print-ready conversions to guarantee accuracy and quality.
- Maintained clear communication with the creative director and marketing team on project status, fostering a transparent workflow and timely delivery of assets.

**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.

**Head 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. By creating visually compelling and strategically aligned images, effectively captured the essence of the brand.

## PROFESSIONAL SKILLS

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