



KAITLYN WALKER

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EDUCATION: Bachelor of Arts in Photography and Graphic Design, from California State University at Northridge; graduated Magna Cum Laude.

STRENGTHS: Management, leadership, mentoring, presenting ideas, working with all levels of staff, clients and customers; self-motivated, resourceful, dependable, and able to complete tasks quickly.

SKILLS: Adobe Creative Suite, Project Management Platforms: Trello, Slack, Active Collab. **Designing Full Marketing Campaigns** including print, digital, commercials and social media. **Email Programs:** Klaviyo & Mailchimp. **Website Programs:** Wordpress, Shopify, SquareSpace, Sketch. **Directing Photoshoots:** producing, art direction, production, model scouting & post production. **Photography:** Art direction, shooting, lighting, post production. **Commercial Videos:** producing, art direction, production. **Print Production:** Press checks and printing process including color matching. **Visual Merchandising:** display design, schematics, renderings, store signage and layout. **Packaging:** Designing and Printing. **Web Development:** Front End Design, UI Experience, template websites, code knowledge. **Content Creation:** for social media including images and videos. **Video Editing:** Wondershare Filmora 11, iMovie, After Effects. **Branding:** Logo design, brand guide, designing and producing promotional items, cross branding promotions, marketing collaborations, coordination of promotional **marketing events**. **Strong layout & typography skills**, informational design and illustrations. **Microsoft Office & Google Suite.**

WORK EXPERIENCE:

Freelance Art/Creative Director: December 2022 - Current

- Working with multiple clients from small companies to marketing agencies, managing multiple projects & timelines
- Creating concepts, artwork and communicating with 3rd party vendors to complete projects
- Consult on best practices for design and marketing objectives
- Create custom artwork from scratch for promotional items
- Designing and Branding new companies and coming up with concept proposal pitch decks
- Creating and designing digital marketing campaigns including emails, social media and digital ads
- Designing and laying out pitch decks for marketing agencies
- Working on cross promotional designs and campaigns
- Designing packaging for new products and making sure they are to the health department standards

Creative & Marketing Director at Kreation Organic: August 2021 - December 2022

- Created seasonal promotions through printed and digital media.
- Coordinated co-branded events with luxury brands like Neiman Marcus and Loewe, along with local grand openings such as SkinLaundry and yoga studios.
- Worked with internal marketing teams at specific shopping centers to promote Kreation.
- Coordinated product placement and sales opportunities with Alo Yoga Corporate and UCLA and Rose Bowl events.
- Created digital campaigns including: website banners, landing pages, emails, blogs, text messages & social media assets.
- Worked with the internal construction team to create the interior and exterior design of the new Kreation stores. Once the construction was complete, I created the visual merchandising and marketing materials for each location.
- Communicated with all 24 stores managers and shift leads for distribution of seasonal promotions, visual merchandising of the stores, new products and other marketing materials.
- Oversaw the social media by creating a social calendar that cross promotes any promotions happening at the time or special events; created social content to be posted on Kreation's Instagram & TikTok.
- Re-branded the entire product line of grab & go drinks and food packaging, making sure it was compliant with the health department and communicating the product information.
- Re-branded Kreation to-go packaging and for the locations including: paper bags, coffee cups, cold cups, coffee sleeves, boxes, carriers and salad containers.
- Updated the website to include more information about each product along with creating a new items section, updating the blog with new content and maintaining the product listings.
- I worked with the shopping center's marketing team based on the location of the Kreation store to promote store openings and special events.



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WORK EXPERIENCE:

Art Director at Big Imagination Group: November 2016 - August 2021

- Created branding, new messaging, logos, digital and print campaigns, promotional materials, packaging and web design for all Big Imagination Group clients including: Shakey's Pizza, St. Vincent Jewelry, SAGindie, Mojos&, Stand Strong and Bitchfix Chocolate.
- Participated in client meetings, presented ideas & designs and communicated any concerns the client might have when it comes to branding and the overall creative concept.
- Art directed photo shoots by organizing & managing the shoots, casting models, communicated the pitch and moodboards for the shoots to clients and created a shot list for the day of the shoot.
- I was the photographer and retoucher for the Gems of LA campaign for our client St. Vincent Jewelry Center. This campaign was a years worth of full page ads in LA Magazine, ads in other Los Angeles publications, turned into digital programmatic ads and website assets.
- Worked with the CEO to create a visual story for commercials including, art directing, storyboarding, title designs and product placement.
- Front End and Back End design of websites including working with programmers to get the creative look while maintaining the user experience.
- Created digital campaigns for clients including, email campaigns, coordinating with influencers, social media visuals, creating video content and digital banners.

Freelance Art Director & Designer for Algenist: June 2017 - August 2021

- Created the visual concept and design for the launch of Algenist's Reveal Color Skincare line for Sephora Hong Kong.
- Created the visual concept and design of cylinder display cases for the launch of Algenist's GENIUS Liquid Collagen for Sephora Hong Kong.
- Created multiple concepts and the final design for Algenist Kits including their Holiday Special Kit every year.
- Designed all of the layered website files for Sephora Hong Kong when Algenist launched their brand.
- Worked with the in-house marketing team to create assets for presentation decks for their distributors including comp photography of new products, schematics for instore displays and visual merchandising.
- Worked with the in-house Digital Team to create web banners, email and landing pages.

Freelance Art Director for Skinique: July 2018 – January 2019

- Worked directly with the Creator and CEO of Skinesque to create branding for the skincare line, taking into consideration the growth of the brand and branding for digital assets.
- Designed the packaging design for all of the products for the containers and cartons.
- Created icons and illustrations for ingredients & how to use for the new package design and website assets.
- Updated marketing material and creating assets for special events.
- Created presentation assets for her to pitch to Costco, Target and Rite Aid.

Senior Graphic Designer at Samy's Camera: December 2014 - November 2016

- Re-branded Samy's Camera through digital and print ads.
- Designed Marketing Materials including: print advertisements, in-store visuals, informational cards, assets for presentations, brochures and other collateral.
- I worked directly with Brand Account Managers for events and in-store promotions including: Sony, Nikon, Canon, Profoto and other top name brands.
- Created the logo and branding for Samy's Camera PhotoCon LA event along with promotional items, photo booth assets, ads, billboards, posters, email campaigns, social content, digital ads and the website for the event.
- Designed digital assets including: emails, promotional visuals for the website and creating social media content.
- Every week I communicated with 7 different newspaper account managers for deadlines and other ad opportunities along with designing weekly ads.
- Created the logo and branding for Samy's Camera proprietary brand PhotoTools including the Package Design for the products and any marketing materials for promotion.
- Communicated with print vendors and prepress managers for all printed materials.



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WORK EXPERIENCE:

Freelance Graphic Designer for The Perfect Bite Co: March 2015 - March 2016

- Created multiple packaging concepts for the new branding and design of the brand. Solidified the design while working with the department heads.
- Using the new design concept I designed the packaging for the 15 items they had in their frozen food line.
- Pitched and Designed the packaging for select frozen food items to be sold at Costco.
- Pitched and Designed the packaging for the new food items to be sold at Sam's Club.
- Created mockups and visual display suggestions for pitch decks.

Graphic Designer for Kate Somerville Skincare: August 2011 - December 2014

- Designed Marketing Materials: print advertisements, in-store visuals, informational cards, assets for presentations, brochures, product catalogs, and other collateral.
- Web Design: emails, promotional visuals for home page, designing social media assets, and designing for the web rewards program.
- Package Design: cartons, jars, tubes, packets, samples, and kits.
- International Design: marketing materials, packaging, press materials, and training materials.
- Press Checks: directing printers to color correct packaging, packets and labels.
- Color Matching: matching makeup color to create a label call out for customers to shop by.
- Communication with Vendors: specs for projects, proofing artwork, and attending press checks.

Freelance Graphic Designer for 20th Century Fox: May 2011 - December 2012

- Created the concepts for product merchandising for the TV Show Wilfred by mocking up the ideas and photoshopping them in different environments. After receiving approval for the mock product merchandising concepts I created a moodboard to be presented to the Fox Executives.
- Designed movie posters and TV show posters to help promote them at Fox's 2011 Licensing Show including: Avatar 2, Napoleon Dynamite and Terra Nova.