

Kaila Gottlieb

Contact Information

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Educational History

California State University, Chico
Bachelor of Arts
Major in Communication and Graphic Design
Minor in Photographic Studies
Concentration in Applied Computer Graphics

Program Experience

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Acrobat
Adobe XD
Adobe After Effects
Adobe Dreamweaver
Adobe Animate
Figma
Canva
WordPress
Mail Chimp, Constant Contact
Microsoft Word
Microsoft Excel
Keynote, Google Slides, PowerPoint
Jira, Monday, OneDrive, Brandfolder
Sketchup, AutoCAD (basic training)

Skills

Branding
Marketing
Business Development
Client Relations
Project Management
Content Development
Asset Management
Social Media
Print Production
Graphic Design
Typography
Logo Design
Print Design
Email Design
Website Design
Visual Design, UX
HTML, CSS
Animation, Video
Photography, Photo Editing, Retouching
Illustration, Hand Drawing, Sketching, Painting

Job History

Freelance Graphic Designer (Dec 2024 - Current) Special Olympics Oregon. Nonprofit Charitable Organization.

Create graphics for omnichannel marketing including social media, flyers, postcards, event graphics, animations, videos, etc.

Graphic and Web Design Consultant (April 2024 - Current) Hamilton Parker. Building Supply Company.

Coordinate with creative department to work on ecommerce website including XMP data, wordpress website design, and asset management.

Senior Designer (Aug 2022 - April 2024) Finity Inc. Healthcare Marketing Firm. Portland, OR.

Develop original visual and graphic designs for print and digital materials on behalf of multiple national clients. Clients include Fortune 500 companies and state/local governmental entities. Comply with accessibility guidelines to healthcare industry standards and regulations. Design omnichannel marketing campaigns including mailers, posters, billboards, flyers, catalogs, brochures, iconography, website comps, packaging, and video animations.

Senior Graphic Designer (July 2021 - Aug 2022) WHA. Architecture Firm. Newport Beach, CA.

Work on all aspects of graphic design and marketing including website, print production, animations, client relations, branding, html emails, etc. Collaborate with VP of Marketing on marketing campaigns. Assist on architectural graphics. Clients include leading residential, commercial, industrial, and institutional companies.

Freelance Graphic Designer & Production Artist (Feb 2021 - July 2021) The Smart Agency. Marketing Agency.

Work with project managers and clients. Print and digital. Create and maintain e-mail blast campaigns, websites, and branding.

Lead Graphic Designer & Production Specialist (Mar 2020 - Feb 2021) Brower Group. Advertising Agency. Newport Beach, CA.

Design and create graphics from concept to production including html emails, websites, print-ready files, newsletters, brochures, flyers, social content, branding systems, etc. Develop, establish, and maintain client branding. Supervise and streamline production processes.

Lead Graphic Designer & Marketing Coordinator (Mar 2017 - Mar 2020) KLCA. Architecture Firm. Irvine, CA.

Spearhead all graphics, marketing collateral, branding, and social media. Manage company website including site development and maintenance. Originate and direct all brand standards.

Freelance Marketing Designer (Aug 2016 - March 2017) Creative Circle. Creative & Digital Marketing Consulting Company.

Work with marketing teams to create/update marketing collateral, data sheets, web banners, gifs, product mock-ups, and environmental signage, etc.

Graphic Designer (April 2015 - Aug 2016) MVE+ Partners. Architecture Firm. Irvine, CA.

Collaborate with marketing team to design and produce all marketing collateral, media, socials, proposals, brochures, award submissions, presentations, pitch decks, and public relations materials. Edit 3D renderings and retouch photography. Assist in branding campaigns including website design, brand templates, and visual standards.

Freelance Graphic Designer (Fall 2013) Tehama Group Communications. Communications Organization.

Lead on multiple accounts such as Butte Environmental Council and College of Communication and Education. Create, handouts, logos, web icons, flyers, and HTML coding for University web page.

Freelance Graphic Designer (Summer 2011) Topin and Associates. Medical Marketing Firm.

Assist on ideas and production of designs. Work directly with President of company and Director of Graphics department.