

Kaitlyn Mueller

Motivated Designer, Illustrator, 2D Animator, and Social Media Marketer with 9 years of professional experience. Dedicated to generating creative ideas for branding, logo design, advertising, and digital illustration.

Passion for expanding people's perspective through art.

EDUCATION

Lynn University

Masters of Business Administration
Digital Marketing
May 2021. Summa Cum Laude

Sacred Heart University

Fairfield, CT
Bachelors of Arts
Graphic Design & Illustration
May 2016.

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Procreate
Procreate Dreams
2D Animation
Figma
Content Writing
Digital Marketing
Leadership
Microsoft Office
Google Analytics

631.662.8482

kaitmueller1@gmail.com

kaitmueller.com

EXPERIENCE

SENIOR GRAPHIC DESIGNER

July 2022-Present

Big Agnes, Steamboat Springs, CO

Create digital advertisements, animations, email design, booklet design, t-shirt graphics, and video/gif advertisements. Collaborate with the marketing team to create campaigns across all media platforms. Strategize with marketing team in post-campaign analytics meetings to review performance of ads and pivot accordingly. Update, create, and enforce visual style guides for product teams and partners. Create marketing collateral and brochures for use in event spaces globally.

FOUNDER

Aug 2020-Present

Off the Grid Agency, Remote

Marketing and design firm for small businesses. Create websites, logos, graphics, and planned strategic marketing initiatives for small businesses with the objective of establishing a well-defined brand identity. Deep understanding of visual design and typography. Utilizes Adobe Creative Suite to design and create assets.

ASSISTANT MANAGER

Jan 2020-July 2022

lululemon, Steamboat Springs, CO

Analyzed KPI's and metrics to make successful strategic decisions that increased business results. Managed a team of 15+ individuals and helped to drive their individual and store performance. Led the closing of our pop-up store and the opening of our mainline location.

DESIGNER/SOCIAL MEDIA MARKETING

Oct 2016-Feb 2020

Omstars, Remote

Managed the organization's social media brand. Created digital assets and ads for Google and social media accounts, and email layouts. Planned and monitored social media calendar and email campaigns. Analyzed effectiveness of digital assets and created strategies for improvement.

GRAPHIC DESIGNER

June 2016-May 2017

American Cruise Lines, Guilford, CT

Developed artwork and layouts for print and digital signage, posters, brochures, advertisements, direct mail pieces, and web banner ads. Managed production schedules. Worked directly with vendors regarding art deadlines, pricing and deliverables. Coordinated with marketing department to develop cost-effective mailings and assets.

ACHIEVEMENTS

Advanced Social Advertising Cert. Hootsuite

Digital Marketing Nanodegree Udacity

500 RYT Yoga Teaching Cert. 2017

Self-Published Novel The Crown of Misfortune, 2022