KAYLEE SHULER

GRAPHIC DESIGNER

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I'm a versatile graphic designer with over six years of experience creating thoughtful, strategic, and visually engaging work across print and digital platforms. My background spans branding, typography, email marketing, social content, page layouts, signage, video, and advertising campaigns. I bring a detail-driven, collaborative, and client-centered approach to every project.

KEY SKILLS

Branding and Visual Design – Typography – Print & Digital Design – Layout & Composition – Presentation Design – Visual Storytelling – Video Editing – Art Direction – Campaign Development – Cross-function Collaboration – Time Management

WORK EXPERIENCE

GRAPHIC DESIGNER   MAR 2025 – NOV 2025
Cooper Carry / Atlanta, Ga

- International architecture and design firm specializing in people-focused, connected environments
- Designed visual content from concept through final delivery, including brochures, ads, infographics, presentations, website updates, and digital assets
- Created cohesive visual systems and designed branded materials for marketing, presentations, and client-facing communications
- Collaborated with cross-functional teams to create standout client presentations and proposal graphics
- Applied strong typography, color theory, and visual storytelling skills to build memorable brand experiences across print and digital channels

GRAPHIC DESIGNER   JUN 2024 – MAR 2025
Freelance / Metro Atlanta

- Created unique logo designs that captured each client's brand personality and visual direction
- Developed cohesive brand identities with intentional typography, color palettes, and layout systems
- Designed digital assets, including social media graphics, web visuals, and presentation materials
- Provided strategic creative direction and consulting to help clients strengthen their brand communication

SENIOR DESIGNER (*PROMOTED*)   JULY 2022 – MAY 2024
Rearview Advertising / Kennesaw, Ga

- Managed multiple projects and clients in a deadline-driven creative agency environment
- Worked on branding initiatives and rebranding efforts for a variety of industries
- Designed marketing materials, including brochures, signage, email designs, social media graphics and reels, posters, map designs, flyers, site plan designs, and floor plans
- Supported campaigns with logo design, typography, color, and visual identity assets

- Collaborated with SEM and marketing teams to support digital strategy and performance-focused campaigns
- Crafted and developed packaging design
- Performed photography editing, including portraits, real estate photography, and food photography, to enhance marketing, web, and social content

SEM TEAM DESIGNER | DIGITAL CONTENT SPECIALIST
AUG 2021 – JULY 2022
Rearview Advertising / Kennesaw, Ga

- Designed email campaigns, social media graphics, videos, testing templates, and paid ads for SEM team
- Assisted with website updates, primarily within WordPress
- Created logo designs and page layouts to support the broader design team
- Collaborated with the team on social media strategy to align creative with client goals

BRAND DESIGNER | GRAPHIC DESIGNER
AUG 2019 – AUG 2021
Freelance / Peachtree City, Ga

- Developed complete brand identities, including logo systems, typography, color palettes, and brand guidelines
- Designed multi-platform brand assets for print, digital, social media, and marketing campaigns
- Collaborated with clients to refine concepts and deliver intentional, polished brand experiences

CUSTOM JEWLERY DESIGNER & SALES REPRESENTATIVE
JUL 2019 – AUG 2021
Mucklow's Fine Jewelry / Peachtree City, Ga

- Worked closely with the clients to create custom jewelry pieces tailored to their preferences and budgets
- Sketched designs, used CAD software, and partnered with the jeweler to ensure final pieces exceeded the clients' expectations
- Created a cohesive social media plan and created content across all social platforms

EDUCATION

Savannah College of Art and Design
Selected Coursework in Advertising, Graphic Design, and Photography

Advertising & Concepting

- Introduction to Advertising
- Creative Concepting
- Understanding Client Objectives
- Advertising Copywriting
- Copywriting for Print and Digital Media
- Digital Production for Advertising
- Advertising Design for Alternative Media

Art Direction & Typography

- Typography for Advertising
- Art Direction I: Traditional and Digital
- Art Direction II: Integrated Campaigns
- Advertising Design and Typography

Design & Storytelling

- Design I: Elements and Organization

- Design II: Color Theory and Application
- Design III: 3-D Form in Space
- Designing for Storytelling

Graphic Design & Photography

- Introduction to Graphic Design
- History of Graphic Design
- Graphic Design Typography
- Branding
- Photography Foundations
- Black and White Photography Techniques
- Interactive Web Design