



# KAYLEE SHULER

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Graphic Designer with 6+ years of experience developing multi-channel marketing campaigns and brand systems across digital and print. Experienced in translating marketing objectives into cohesive visual systems spanning social media, email, advertising, presentations, signage, and branded marketing materials. Known for strong cross-functional collaboration and delivering high-impact creative solutions that balance strategy, clarity, and execution at scale.

## KEY SKILLS

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Brand Systems – Multi-Channel Campaign Design – Digital & Print Production – Marketing Creative Development  
Layout & Information Design – Social, Email & Digital Content Design – Visual Storytelling – Art Direction – Typography  
Adobe Creative Cloud – Cross-Functional Collaboration – Production Management & Workflow Optimization

## EXPERIENCE

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### SENIOR MARKETING DESIGNER

DEC 2025 – Present

Freelance Contract / Atlanta, Ga

- Led concept development and execution of integrated, multi-channel marketing campaigns across digital, social, email, and web
- Partnered cross-functionally with marketing, product, and content teams to align creative strategy with business goals
- Designed performance-driven campaign creative across digital, social, email, and web, optimizing engagement and conversion through iterative design and testing.
- Developed scalable campaign assets and visual systems optimized for multi-channel deployment, improving production efficiency and consistency
- Maintained and evolved brand systems while extending visual direction across campaigns
- Integrated AI-assisted tools and modern creative workflows to enhance ideation, iteration, and campaign development

### GRAPHIC DESIGNER

MAR 2025 – NOV 2025

Cooper Carry / Atlanta, Ga

- Designed marketing and brand materials for an international architecture and design firm focused on people-centered 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 typography, color theory, and visual storytelling to build cohesive brand experiences across print and digital channels

### GRAPHIC DESIGNER

JUN 2024 – MAR 2025

Freelance / Metro Atlanta

- Created logo systems and cohesive brand identities using Figma and Adobe Creative Cloud, defining typography, color palettes, and brand guidelines
- Designed multi-platform digital assets, including social media graphics, web visuals, and presentation materials

## EXPERIENCE – CONTINUED –

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- Provided strategic creative direction and consulting to strengthen brand messaging and visual communication
- Collaborated directly with clients through iterative feedback cycles to refine concepts and ensure alignment with business goals

### 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/marketing team 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

### DIGITAL CONTENT SPECIALIST | SEM TEAM DESIGNER

AUG 2021 – JULY 2022

Rearview Advertising / Kennesaw, Ga

- Designed email campaigns, social media graphics, videos, testing templates, and paid ads for the SEM team
- Assisted with website updates, primarily within WordPress
- Created logo designs and page layouts to support the broader design team
- Collaborated with SEM and marketing team to support integrated, performance-driven digital campaigns

### 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 JEWELRY 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

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### SAVANNAH COLLEGE OF ART AND DESIGN

Advertising

Selected Coursework in Advertising, Graphic Design, and Photography