

Kaila Gottlieb

Contact Information

714.878.9918

www.KailaGottlieb.com

KailaGottlieb@gmail.com

Linkedin.com/in/KailaGottlieb

Educational History

California State University, Chico

Bachelor of Arts

Major in Communication and Graphic Design

Minor in Photographic Studies

Concentration Applied Computer Graphics

Program Experience

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat

Adobe XD

Adobe After Effects

Adobe Dreamweaver

Adobe Flash/Animate

Figma

Wordpress

Mail Chimp, Constant Contact

Microsoft Word

Microsoft Excel

Keynote

PowerPoint

Jira, OneDrive, Brandfolder, Teams, Slack

Sketchup, AutoCAD (basic training)

Skills

Branding

Marketing

Business Development

Client Relations

Content Development

Project Management

Asset Management

Social Media

Print Production

Typography

Logo Design

Email Design

Print Design

Website Design

Graphic Design

Visual Design, UX

HTML, CSS

Animation, Video

Photography, Photo Editing, Retouching

Hand Drawing, Illustration, Sketching, Painting

Job History

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.

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 and 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.

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 and Visual Designer & Consultant (2011 - Ongoing)

Design digital and print graphics, UX, and branding systems for clients in hospitality, finance, non-profit, healthcare/medical, AEC, etc industries.

The Smart Agency (Feb 2021 - July 2021) **Marketing Agency. Newport Beach, CA.**

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

Creative Circle (Aug 2016 - March 2017) **Creative & Digital Marketing Consulting Company. Irvine, CA.**

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

Tehama Group Communications (Fall 2013) **Communications Organization. Chico, CA.**

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.

Topin and Associates (Summer 2011) **Medical Marketing Firm. Chicago, IL.**

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