

# Kaila Gottlieb

graphic designer

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## Contact Information

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714.878.9918

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## Educational History

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California State University, Chico

Bachelor of Arts

Major in Communication and Graphic Design

Minor in Photographic Studies

Concentration Applied Computer Graphics

## Program Experience

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Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat

Adobe After Effects

Adobe Dreamweaver

Adobe Flash/Animate

Wordpress

Mail Chimp, Constant Contact

Microsoft Word

Microsoft Excel

Keynote

PowerPoint

Sketchup (basic training)

AutoCAD (basic training)

## Skills

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Branding

Marketing

Business Development

Client Relations

Social Media

Print Production

Content Development

Typography

Logo Design

Email Design

Print Design

Website Design

Visual Design

HTML coding

Video Editing, Animation

Photography

Photo Editing / Retouching

Hand Drawing, Sketching, Painting

Sketchup and CAD ( basic training)

## Job History

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- **Senior Designer (August 2022 - April 2024)**

**Finity Inc. Healthcare Marketing Firm. Portland, OR.**

Develop original visual designs for print and digital materials on behalf of multiple national clients including Fortune 500 companies and state and local governmental entities with adherence to healthcare industry standards and regulations. Design postcards, mailers, posters, billboards, flyers, catalogs, brochures, iconography, website comps, video animations, etc.

- **Senior Graphic Designer (July 2021 - August 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 company graphics from concept to production including html emails, websites, print-ready files, newsletters, brochures, flyers, social content, branding concepts, etc. Develop, establish, and maintain client branding. Supervise and streamline production processes.

- **Lead Graphic Designer and Marketing Coordinator**

**(Mar 2017 - Mar 2020) Kevin L. Crook. 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 - August 2016)**

**MVE+ Partners, Architecture Firm. Irvine, CA**

Collaborate with marketing team to design and produce all marketing collateral, media, 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 & Consultant (2011 - Ongoing)**

Design and manage graphics and branding 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 (August 2016 - March 2017)**

**Creative & Digital Marketing Consulting Company. Irvine, CA.**

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

- **Tehama Group Communications (Fall 2013)**

**Communications Organization. Chico, CA.**

Lead Graphic Designer on multiple accounts such as Butte Environmental Council and College of Communication and Education, CSU Chico. Work in a team setting and directly with clients. Create postcards, handouts, logos, web icons, flyers, HTML coding for University web page.

- **Topin and Associates (Summer 2011)**

**Medical Marketing Firm. Chicago, IL.**

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