

# Kaila Gottlieb

## Contact Information

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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 in Applied Computer Graphics

## Program Experience

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Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Acrobat  
Adobe XD  
Adobe After Effects  
Adobe Dreamweaver  
Adobe Animate  
Figma  
Canva  
WordPress  
Mail Chimp, Constant Contact, Bloomreach  
Microsoft Word  
Microsoft Excel  
Keynote, Google Slides, PowerPoint  
Jira, Monday, OneDrive, Brandfolder  
Sketchup, AutoCAD (basic training)

## Skills

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Branding  
Marketing  
Business Development  
Client Relations  
Project Management  
Content Development  
Asset Management  
Social Media  
Print Production  
Graphic Design  
Typography  
Logo Design  
Print Design  
Email Design  
Website Design  
Visual Design, UX  
HTML, CSS  
Animation, Video  
Photography, Photo Editing, Retouching  
Illustration, Hand Drawing, Sketching, Painting

## Job History

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### **Brand Designer (Jun 2025 – Current)** **Johnstone Supply. International Wholesale Distributor.**

Responsible for multiple national accounts and vendor relations. Design, develop, and deliver print and digital marketing collateral and content for omnichannel marketing campaigns. Enhance and maintain brand compliance standards.

### **Freelance Senior Graphic Designer (Dec 2024 – Nov 2025)** **Special Olympics Oregon. Nonprofit Charitable Organization.**

Create graphics and content for omnichannel marketing including social media, flyers, postcards, event graphics, animations, videos, etc.

### **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 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.

### **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, marketing campaigns, etc. Clients include leading residential, commercial, industrial, and institutional companies.

### **Freelance Graphic Designer & Production Artist (Feb 2021 – July 2021)** **The Smart Agency. Marketing Agency.**

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

### **Lead Graphic Designer & Production Specialist (Mar 2020 – Feb 2021)** **Brower Group. Advertising Agency. Newport Beach, CA.**

Design and produce graphics from concept to production including html emails, websites, print-ready files, newsletters, social content, etc. Develop, establish, and maintain client branding.

### **Lead Graphic Designer & 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.

### **Freelance Marketing Designer (Aug 2016 – March 2017)** **Creative Circle. Creative & Digital Marketing Consulting Company.**

Create/update marketing collateral, data sheets, web banners, gifs, product mock-ups, and environmental signage, etc.

### **Graphic Designer (April 2015 – Aug 2016)** **MVE+ Partners. Architecture Firm. Irvine, CA.**

Design and produce all marketing collateral, proposals, award submissions, website design, and branding standards etc. Edit 3D renderings and retouch photography.

### **Freelance Graphic Designer (Fall 2013)** **Tehama Group Communications. Communications Organization.**

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.

### **Freelance Graphic Designer (Summer 2011)** **Topin and Associates. Medical Marketing Firm.**

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