

Kaila Gottlieb

graphic designer

Contact Information

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Educational History

California State University, Chico

Bachelor of Arts

Communication and Graphic Design

Minor Photographic Studies

Concentration Applied Computer Graphics

Program Experience

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Adobe Acrobat

Adobe Dreamweaver

Adobe Flash/Animate

Adobe After Effects

Wordpress

Mail Chimp, Constant Contact

Microsoft Word

Microsoft Excel

Corel Draw

Keynote

PowerPoint

Bluebeam

Podium

Sketchup (basic training)

AutoCAD (basic training)

Skills

Branding

Marketing

Typography

Logo design

Print Design

Web design

Html

Photo editing / retouching

Photography

Hand drawing, sketching, painting

Public relations, Customer service

Social media

Job History

- **Senior Graphic Designer (July 2021 - Current)**
WHA. Newport Beach, CA.

Work on all aspects of graphic design within firm including website, marketing collateral, animations, html emails, etc. Create graphics for both internal and client needs. Collaborate with VP of Marketing on marketing campaigns. Assist on architectural graphics.

- **Lead Graphic Designer & Production Specialist (Mar 2020 - Feb 2021)**
Brower Group Public Relations & Marketing 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, etc. Establish and maintain company aesthetic standards and streamline production processes.

- **Lead Graphic Designer and Marketing Coordinator**
(Mar 2017 - Mar 2020) Kevin L. Crook Architect, Inc. Irvine, CA.

Responsible for all company graphics, marketing collateral, and social media. Manage company website including site development and updates. Director of updating and maintaining all brand standards. Create uniquely branded concepts and visuals for company and its clientele.

- **Freelance Graphic Designer**

- **The Smart Agency / Brower Group (Feb 2021 - Current)**

Assist account leads on behalf of clients with all graphic needs. Create and maintain email blasts, 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, gifs, 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. Worked in a team setting and directly with clients. Created postcards, handouts, logos, web icons, flyers, as well as coding using HTML for University web page.

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

Medical Marketing Firm. Chicago, IL.

Assisted on active projects, contributing ideas and designs. Worked directly with President of company and Director of Graphics department.

- **Graphic Designer (April 2015 - August 2016)**

MVE+ Partners, Architecture Firm. Irvine, CA

Directly report to Art Director and Director of Marketing. Responsible for a variety of projects including rendering and photography re-touching and editing, and all general graphics and media. Collaborate with marketing team to design and produce all marketing collateral, proposals, brochures, hand-outs, award submissions, presentation boards, and public relation materials. Assisted in company rebranding campaign including website design, graphics, brand templates, and visual standards.

- **Director of Design and Production Coordinator (2015)**

Dana Decals. Anaheim, CA

Managed team of graphic designers and production artists. Created original vector-based designs. Directed company in sales marketing.