



KAYLIE DUFFIELD

GRAPHIC DESIGNER

CONTACT

 Oxnard, CA

 (909) 706-9301

 Kaylie.Duffield@gmail.com

 DuffieldDesigns.com

EDUCATION

CSU Channel Islands

BA in Graphic Design

Graduated: 2018

SKILLS

PHOTOSHOP



ILLUSTRATOR



TUMULT HYPE



LEADERSHIP



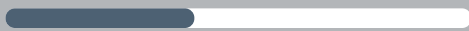
INDESIGN



HTML | CSS



AFTER EFFECTS



EXPERIENCE

GUMGUM

DESIGN TEAM LEAD | JAN. 2023 - PRESENT

- Responsible for training new designers in GumGum processes, products and tools.
- Entrusted in delegating workflow, balancing personal campaigns, and communicating with all the designers.
- Collaborates with multiple departments at GumGum to ensure campaigns are completed to client specifications.

INTERACTIVE DESIGNER I | FEB. 2021 - DEC. 2022

- Designed and animated creative units by using the provided assets, as well as revising the units using client feedback.
- Was assigned high-impact, and complex campaigns for high end clients

DIGITAL AD DESIGNER | JAN. 2020 - FEB. 2021

- Designed static and animated creatives for ad campaigns by pulling apart client's creative assets using Adobe CC.
- Worked with the creative team by collaborating and finding solutions to produce compelling campaigns.

AMERICAN TROPHIES & AWARDS

GRAPHIC DESIGNER | JUNE 2018 - DECEMBER 2019

- Designed graphics for marketing materials, personalized products, and mock-ups for the online store.
- Developed a new logo for the company, and assisted with re-branding company products.

CSUCI CAREER CENTER

GRAPHIC DESIGNER | JAN. 2018 - JUNE 2018

- Designed graphics and marketing materials for events, social media promotions, email content, etc.
- Brainstormed new marketing strategies with a team of administrative staff.
- Meticulously followed client brand guidelines to enable brand consistency across campaigns and marketing programs.

FREELANCE

FIRST UNITED METHODIST CHURCH | JUNE 2021 - JULY 2022

Created digital content for the church's website, app and social media. Also, designed cohesive designs to use throughout sermon series.

MUST HAVE MENUS | JUNE 2021

Designed, reconstructed and edited menus for restaurants nationwide.