

# KAYLA ROSE SPEED

DESIGNER & ART DIRECTOR



## ABOUT KAYLA

I'm a graphic designer and art director trying to grow a bit more with each opportunity. I'm incredibly inspired by the world around me; my experiences fuel my creative process. I began as a publication and print designer, and soon that expanded to branding, web design, ad campaigns, and everything in between. I'm just a tiny bit OCD and really dig awesome typefaces.

## SKILLS

ADOBE SUITE  
MICROSOFT OFFICE  
RESPONSIVE WEB DESIGN  
WORDPRESS  
UX DESIGN  
CONTENT MIGRATION  
PHOTO EDITING  
CONCEPT DEVELOPMENT  
ILLUSTRATION  
PRINT PRODUCTION  
PROJECT MANAGEMENT  
ART DIRECTION

## INTERESTS

YOGA  
HER DOG (SHELBY)  
TRAVELING  
COOKING  
RUNNING  
ROCK CLIMBING  
DRINKING COFFEE  
VOLUNTEER PROJECTS  
WATERCOLORS

## EXPERIENCE

### HILL HOLLIDAY

SENIOR DESIGNER | APRIL '17 - PRESENT

Work with SLT, creative team, pitch team, and studio to execute on all pitch materials and materials for internal communications. Design projects include environmental design, presentation design, brand guidelines, RFI submissions, events, internal and external marketing materials, white papers, and art direction. Other responsibilities include case study management, website design and management, pitch support, and creating cohesive templates for consistency and agency-wide use. Aided in winning clients such as Boar's Head, Cracker Barrel, Simple Mobile, Party City, Frontier Communications, Santander Bank, Optum Health, and KAY Jewelers.

### AGENCY 451

GRAPHIC DESIGNER / ART DIRECTOR | JULY '15 - APRIL '17

Worked collaboratively with creative team as lead designer on branding projects, websites, integrated campaigns, and publications. Art director for Agency 451 rebrand which included brand development, brand identity, brand guidelines, brand positioning, website design, and office print collateral. Was also responsible for project management, collaboration between developers and UX designers, client management, and post-print production.

### KAYLASPEED.COM

GRAPHIC DESIGNER / ART DIRECTOR | OCTOBER '09 - PRESENT

Worked with various clients over the past 10 years on brand identities, logo development, website design, print campaigns, social campaigns, presentation templates, brand voice and direction, event design, and publication design.

### RMS MEDIA

GRAPHIC DESIGNER | MAY '14 - JULY '15

Designed advertorial spreads, editorial articles, event branding, in-house ads, client ads, media kits, and digital ads for Northshore Magazine, Ocean Home Magazine, and Luxury Pools Magazine.

### MA SOCIETY OF CPAS

GRAPHIC DESIGNER | APRIL '10 - DEC '10

Responsible for managing and producing the 32-page bi-monthly magazine, SumNews. Additional tasks included advertorial design, custom illustrations,

## EDUCATION

### LASELL COLLEGE

JUNE '05 - MAY '09 BACHELOR OF ARTS DEGREE IN GRAPHIC DESIGN

Minors: Fine Art, Environmental Science

Honors Program

GPA: 3.89 Magna Cum Laude

Activities: Honors Program, Mexico Service Learning Trip, Nicaragua Service Learning Trip, Cross Country x4 (captain), Indoor & Outdoor Track x4 (captain), Indoor Mile Record Holder