



KAYLEE SHOWALTER

Print & Web Designer

kayleeshowalterdesign.com

kayleeshowalterdesign@gmail.com

(614) 582-9558

SKILLS

American Sign Language
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
iMovie
Adobe Lightroom
Adobe Bridge
HTML/CSS
InVision
Sketch
Squarespace
Slack
Trello
Hootsuite
Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Illustration (digital and traditional)
Procreate / iPad / Apple Pencil
Digital photography
(basic photo editing, studio
lighting/equipment)

EXPERIENCE

May 2020-Present

October 2019-December 2019

MARKETING/DESIGN INTERN

Five Rivers Health Centers, Dayton, OH

- Created content and photography for social media channels including Facebook, Twitter, and Instagram
- Designed informational brochures and flyers
- Took promotional photography

April 2020-May 2020

DESIGN INTERN

GrowHouse NYC, Brooklyn, NY

- Part of a team that developed a new brand identity for the organization, including the creation of a style guide, templates, and icon sets
- Designed a pitch deck and an informational zine
- Created content for social media channels and consulted on their social media strategy

October 2016-Present

FREELANCE DESIGNER, Kettering, OH

- Designed logo and T-shirt for Neighborhood Ninjas, a Columbus, OH-based nonprofit organization providing services to kids facing obstacles in their lives
- Designed poster, T-shirt, business cards, and tickets for Westerville (OH) Central Theatre
- Created illustrations and T-shirt designs for @wesleythechickennugget and @babymochabean Pitbull "celebrity" dogs on Instagram

January 2020-May 2020

PRESENTER/PITCH LEAD/COPYWRITER, National Student Advertising Competition Team The Modern College of Design, Kettering, OH

- Responsible for memorizing and orally delivering a 20-minute presentation, along with three other presenters, of a fully developed marketing campaign for Adobe
- Required to thoroughly understand and research the entire campaign in order to answer any questions from the judges about the presentation/campaign
- Researched data and provided strategic marketing information
- Team won first place at the District V American Advertising Federation competition

EDUCATION

August 2018-Present

THE MODERN COLLEGE OF DESIGN, Kettering, OH

Bachelor of Arts Degree in Design Leadership (expected June 2022)

Associate Degree of Applied Business in Design (May 2020)

- Achieved The President's List for cumulative GPA of 3.75 or higher
- Attended an AAF Dayton networking event featuring Tom Cocks, group creative director of The Buntin Group in Nashville, TN
- "Synthetic Happiness" mixed-media piece selected for inclusion in an exhibition of student photography at the Dayton Art Institute's Leo Bistro

June 2017-July 2017

PRATT PRECOLLEGE SUMMER PROGRAM, Pratt Institute, New York, NY

- Four-week program concentrated on developing professional art and design skills, creating a portfolio of work, and exploring possibilities for study and employment in creative fields
- Relevant coursework: graphic design, art history, fine arts, portfolio development
- Earned four college credits