

Kaitlyn McKamey

Brand Designer

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Chicago, IL

WORK EXPERIENCE

Apkudo / Creative Manager

MARCH 2024 - PRESENT, REMOTE

As the Creative Manager on the Apkudo marketing team, I am directing, managing, and executing all phases of creative development work from concept to completion for marketing projects

- Establish brand guidelines and communicate expectations to the entire company.
- Act as project manager and designer for the Apkudo website.
- Produce digital graphics, print collateral, social media content, videos, presentation visuals, and web designs under tight deadlines.
- Collaborate with multiple teams to ensure consistent branding across all projects at Apkudo.
- **Designed and launched a new logo for Apkudo, establishing cohesive brand systems for all marketing visuals.**

Mobile reCell / Creative Manager

MARCH 2021 - MARCH 2024, REMOTE

Creative Manager at Mobile reCell (**acquired by Apkudo**), joining as the 6th employee in 2019, where I played a key role in shaping and developing the company's visual brand and supporting its foundational growth.

- **Directed a successful company rebrand, creating a new logo that boosted brand recognition and credibility.**
- Developed brand guidelines to ensure visual consistency.
- Executed brand campaigns across digital and print, maintaining brand integrity and reaching various audiences.
- Communicate and manage relationships with vendors
- Applied creative problem-solving to create clear visuals for complex processes.

Mobile reCell / Digital Designer

MAY 2019 - MARCH 2021, REMOTE

- Designed marketing materials such as pitch decks, social media graphics, white papers, and print materials.
- Developed conceptual features, wireframes, and visual mockups for presentations.
- **Relaunched Mobile reCell website, expanding content by 50%.**

Digital Corps / Design Apprentice

JANUARY 2017 - MAY 2019, MUNCIE, IN

The Digital Corps is an on-campus apprenticeship providing students with design experience by working on client-based projects and cross-discipline teams. I worked on UI designs, prototypes, and wireframes for mobile apps and websites.

EDUCATION

Bachelor of Fine Arts (BFA)

Ball State University, School of Art

Concentration in Graphic Design

SKILLS

- Brand Design
- Brand Guidelines
- Digital Design
- Web Design
- Motion Design
- Illustration
- Design Principles & Thinking
- Project Management
- Marketing Design
- Time Management
- Collaboration
- Communication

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Lightroom
- Adobe Premiere Pro
- Figma
- Webflow
- Microsoft Suite
- Google Suite

PROFESSIONAL DEVELOPMENT

- School of Motion, Student: After Effects Kickstart 2022
- Chicago Graphic Design Club, Member 2023 - Present
- Cubed Creatives, Mentor at Ball State University 2024
- Mobile reCell Culture Team, Board Member 2021 - 2024
- AIGA Design + Business Conference, Attendee 2022
- Indy Design Week Conference, Attendee 2020, 2021
- AIGA Indianapolis, Member 2020 - 2022