

# KAYSA GOLLAKNER

GRAPHIC DESIGNER

## CONTACT

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 Michigan

 (906) 236-5508

 kaysamaedesign.com

 kaysa@kaysamaedesign.com

## SKILLS

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- Adobe Illustrator
- Adobe Photoshop
- Photography
- Wordpress
- Figma
- Adobe Lightroom
- Adobe After Effects
- Adobe InDesign
- Time Management

Passionate graphic designer with a love for branding and web design, excited to bring creative ideas and technical expertise to a collaborative team. Skilled in Adobe Creative Suite, Figma, and WordPress, with a focus on creating visually engaging, audience-centered designs. Eager to grow and contribute to crafting impactful work that elevates brand presence.

## RELATIVE EXPERIENCE

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March 2024 – Present

### Graphic Design Freelancer

Michigan

- Collaborated with clients to create custom designs for print and digital media, including logos, websites, and marketing materials.
- Managed the entire design process, from initial consultations to final delivery, ensuring projects met deadlines and client expectations.
- Utilized tools like Adobe Creative Suite and Figma to produce high-quality visuals aligned with branding goals.
- Maintained clear communication and delivered innovative, audience-focused designs that exceeded expectations.

February 2024 – April 2024

### Product Design and Communications Manager

Taproot Law, Marquette, Michigan

- Managed social media platforms and created engaging content across print, digital, and web channels to enhance brand visibility.
- Developed and implemented strategies for content creation, ensuring alignment with branding and marketing objectives.
- Maintained and updated websites using WordPress, ensuring accurate and visually appealing content presentation.
- Collaborated with cross-functional teams to streamline workflows and deliver high-quality content under tight deadlines.


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## SKILLS

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- Branding
- Multitasking
- Well-Organized
- Print Marketing
- Google Suite
- Microsoft Suite
- Social Media Management
- Illustration
- Creative Direction

August 2022 – February 2024

### Graphic Design Student Intern

Northern Michigan University, Marquette, Michigan

- Assisted in the creation of print and digital materials, including marketing collateral, social media graphics, and presentations.
- Collaborated with team members to conceptualize and execute design solutions aligned with project goals.
- Used Adobe Creative Suite to develop polished, on-brand designs while meeting tight deadlines.
- Supported the team by maintaining organized files and preparing assets for final production.

## EDUCATION

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August 2021 – December 2024 • Cum Laude Honors

### Bachelor of Arts & Science: Graphic Design

Northern Michigan University, Marquette, Michigan

## REFERENCES

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### Keith Ellis

Professor of Graphic Design at Northern Michigan University

Email : keiellis@nmu.edu

### Ann Burke

Previous Content Creator at Taproot Law

Email : anncarrollburke@gmail.com