

# KAITLYN ROBERTS

## FREELANCE GRAPHIC DESIGNER

### WORK

FOURSIDED CARD & GIFT, Chicago, IL

JULY 2021. - PRESENT

Foursided is a queer owned, vintage card and gift boutique in Chicago's Andersonville and Lakeview neighborhoods. They were looking for a major boost in marketing their professional framing services in addition to a wide scope of stationary and pieces from local artists. With four store-front locations, an online store, and a new app, it was critical that I unify their brand with a customized style guide and consistency in messaging and signage in-store, on social, and around the city. I also design new products for their stores, initiate collaborative opportunities with our minority-owned business vendors for in-store pop-up events, and my graphics drove app downloads by +200% during the holiday season.

IPAINMYMIND, Chicago, IL

SEPT. 2018 - PRESENT

IPMM partners with businesses and local artists to provide arts resources to schools in underserved communities. When I'm not curating galleries or installing artwork with the team, I'm leading our digital marketing efforts and the integration of our rebrand: designing our creative marketing materials, web graphics, welcome packets, or writing our monthly newsletters. I also work on recurring projects like our annual 80+ page art curriculums in both English and Spanish, as well as maintain our online store featuring our best selling product, a *Not (Just) Dead White Guys* coloring book that I designed.

THE BLACK SHEEP, Chicago, IL

JAN. 2016 - OCT. 2021

The Black Sheep is a collegiate media and marketing company with a start-up feel. I set out to establish their brand with an all new corporate style guide, marketing services deck, Google Docs and Slides template gallery, an interactive table display for sales conferences, and college specific merch for their online store. I offered in-house ad creation services to interested clients like goPuff, Cash App and Dormzi. And I designed the layout, graphics and advertisements for our weekly print issue of *The Black Sheep* at the University of Illinois Urbana-Champaign for over two years until it's retirement.

### SKILLS

Digital — Adobe InDesign, Illustrator, After Effects, Lightroom, and Photoshop

Web — Gsuite, Printful, Shopify, Wordpress, Squarespace, Canva, Later

Marketing — Klaviyo, Mailchimp, Constant Contact, Facebook Ad Manager

Studio — Screen printing, print making, and book making for my side hustle brayerbabe.com

Comedy — Writing for The Onion program at Chicago's Second City

### EDUCATION

DEPAUL UNIVERSITY, Chicago, IL

GRADUATED NOV. 2017

Bachelor of Arts in Public Relations and Advertising

Minors in Graphic Design and Studio Art

[KAITLYNROBERTSPORTFOLIO.COM](http://KAITLYNROBERTSPORTFOLIO.COM)

[KHROBERTS7@GMAIL.COM](mailto:KHROBERTS7@GMAIL.COM)

513.702.1987