



KASAUNDRRA HALE

Graphic Designer

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EXPERIENCE

GRAPHIC DESIGNER

Daniels-Brown Communications Inc. | *October 2017 - Present*

- Took ownership of creating graphics for a variety of clients while reflecting each of their unique brands and style guides.
- Developed cohesive graphics for social media and mailer campaigns.
- Communicated effectively while keeping deadlines with a quick turn around time.

GRAPHIC DESIGNER

BILT Incorporated | *April 2017 - September 2018*

- Utilized social media graphics to drive awareness of the company and demonstrate an understanding of their brand, mission, and audience.
- Ensured consistency of images, typography, and hierarchy for social media campaigns by introducing and creating standard style guide templates.
- Proposed and administered a system for organizing shared design assets.

GRAPHIC DESIGNER

University Inn and Conference Center | *February 2015 - April 2017*

- Oversaw the advisement of all graphics from concept to final delivery of files for press, web, and promotional items for internal and external use.
- Launched a complete rebranding of a vital, revenue generating, program sponsored by the University.
- Streamlined the process of creating large program books using Excel and InDesign templates, cutting the time to create the book by at least 50%.
- Took the initiative to revise a frequently used template that saved time, money, and paper waste.

GRAPHIC DESIGN INTERN

Melaleuca: The Wellness Company | *April 2012 - October 2012*

- Created a game, using product images, for a promotional event using InDesign.
- Designed newsletters, updated labels, created stickers, and edited magazines.
- Communicated effectively with writers, editors, other designers, and directors by properly notating the corrections and changes.

EDUCATION

BACHELOR OF SCIENCE IN ART

Brigham Young University-Idaho | Rexburg, Idaho | 2009

ASSOCIATE OF MUSIC

College of the Mainland | Texas City, Texas | 2007

SKILLS

Layout & Composition	Visual Identity	T-Shirt & Screen Printing
Typography	Brand Development	Newsletters
File Prep for Press & Web	Business Cards	Promotional Materials
Program Books	Brochures & Mailers	Photo Editing
Logo Design	Advertising	Environmental Design
Project Management	Social Media Design	Labels & Stickers

FAMILIAR WITH

Photography	Basic HTML & CSS	Video Editing
Email Campaigns	Powerpoint	Packaging Design