



KAITLYN RASMUSSEN

GRAPHIC DESIGNER

CONTACT

619.992.1915

kaitlynrasmussen.com

design@kaitlynrasmussen.com

PROGRAMS & PLATFORMS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

MS Office

Hubspot

MailChimp

STRENGTHS

Layout Design

Creative Strategy

Vector Illustration

Detail-oriented

Communication

Team Player

PROFILE

Strategic Graphic Designer with 7+ years of experience in print and digital design, supporting a range of sectors including SaaS, corporate, fitness, consumer packaged goods (CPGs), and non-profit. With a penchant for clean lines and balance, I strive to provide simple, refreshing design solutions.

WORK EXPERIENCE

LEAD GRAPHIC DESIGNER

TEALIUM, INC. | 2020 – PRESENT

Working within the Marketing team, I support Demand Gen, Digital Marketing, and Product Marketing, as well as being a key stakeholder in maintaining the global company branding. Typical design needs include marketing campaigns, ebooks & reports, tradeshow, webinars, and key company collateral or templates.

ACCOMPLISHMENTS

- Creating key marketing assets including, ebooks, reports, and industry thought pieces
- Supporting all major marketing campaigns, including graphics for emails, website, digital ads, social posts, and mailers
- Designing all digital and print assets for Tealium's annual industry conference Digital Velocity
- Facilitating the update and rollout of the new brand in 2021
- Supporting and collaborating with our global teams in Europe, Asia, and South Pacific for global marketing campaigns and events

EDUCATION

B.S. GRAPHIC DESIGN

2015 – Art Institute of California,
San Diego

B.S. DIVERSITY STUDIES

2011 – Newbold College

REFERENCES

STEPHANIE SMITH

Senior Brand Design Lead
Zuora
786.514.3033
hello@five2designs.com

DAVE EWING

Founder + Principal Creative
Heave Ho! Creative
805.704.4214
mrdavidewing@gmail.com

WORK EXPERIENCE

GRAPHIC DESIGNER II

AMERICAN SPECIALTY HEALTH (ASH) | 2017 – 2020

As part of ASH's in-house creative team, I designed print and digital materials for multiple lines of business, as well as for internal corporate needs. Materials included fliers, posters, postcards, booklets, event signage, social posts, and emails. I earned two promotions during my time at ASH, advancing from Production Designer to Graphic Designer I, and then onto my final role as Graphic Designer II.

ACCOMPLISHMENTS

- Designed sets of custom of print and digital materials for B2B clients to promote their respective ASH program(s)
- Collaborated across internal teams to strategically plan and execute design for campaigns and corporate events
- Supported digital marketing campaigns by designing emails in Hubspot, with some CSS coding
- Supported company culture through designing materials for the annual Corporate Awards, company picnics, and other seasonal events

JUNIOR GRAPHIC DESIGNER

DESIGNER PROTEIN | 2015 – 2017

At Designer Protein, I worked within a small, fast-paced team which supported any of the company's design needs. The materials ranged from package and design to tradeshow assets, magazine advertisements to social media posts.

GRAPHIC DESIGNER

FREELANCE | 2015 – PRESENT

Over the years I've worked with a number of small businesses and non-profits to provide for their graphic design needs.



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