

# KAITLYN WONG

## CONTACT

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720.289.1874

## SKILLS

### Design

Branding  
Book design  
Illustration  
Logo design  
Packaging  
Typography  
UI/UX  
Web design

### Tools

Adobe XD  
After Effects  
Figma  
InDesign  
Invision  
Illustrator  
Lightroom  
Sketch  
Photoshop  
Premiere  
Webflow

## EDUCATION

### **School of the Art Institute of Chicago, Chicago, IL**

Aug 2018–May 2020

- › BFA with an emphasis on Visual Communication Design
- › Distinguished Merit Scholarship recipient

### **Rocky Mountain College of Art & Design, Lakewood, CO**

Aug 2016–Jul 2018

- › RMCAD Portfolio Scholarship recipient
- › President's list

## EXPERIENCE

### **Cross, Inc., Broomfield, CO**

Associate Digital Designer | June 2021–Present

Executed designs for multiple campaigns within our digital eCommerce channels and supported needs for onsite, email, social, and digital advertising. Cross collaborated with our integrated marketing team, copywriters, social media strategists, UX team, and global partners to concept campaigns and to execute them. Additionally, worked alongside with outside agencies to art direct product and campaign photo shoots.

### **+Intention, Chicago, IL**

Remote Contract Designer | November 2020–May 2021

Collaborated with an interdisciplinary studio team to solve complex business challenges through branding and design. Created designs that are sophisticated, impactful, and appropriate for business needs while navigating the differences between consumer and healthcare industries.

### **Design Museum of Chicago, Chicago, IL**

Graphic Design Intern | February 2020–June 2020

Created a new logo mark for the identity of an upcoming gallery exhibition. Collaborated with the art director and designed a digital publication promoting the museum's virtual conversation series. Assisted museum staff with long-term goals by helping with special events that resulted in more time efficient gallery installation and completed design projects for current and future exhibitions.

### **IRFM Creative, Chicago, IL**

Graphic Designer | May 2019–May 2020

Lead designer for a brand redesign for the student-run radio station at the School of the Art Institute of Chicago and created a comprehensive visual identity for the organization. Designed environmental graphics, marketing materials and other graphic design deliverables for the school focused on promoting campus events through digital and print platforms.