

# KAYLA GARPSTAS

## VISUAL DESIGNER + BRAND EXPERT



### CONTACT:

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### EDUCATION:

**BFA IN GRAPHIC DESIGN**

*West Virginia University*

Graduated in 2017

### SKILLS + CAPABILITIES:

Logo + Brand Building

Product Design + Development

Creative Strategy + Direction

High-level Brand Collaboration

Graphic Design + Content Creation

Product + Lifestyle Photography

Pitch Decks + Presentations

Team + Project Management

Social Media

UI + UX Design

Adobe Creative Cloud

Google Workspace

### AWARDS:

#### THE COMMUNICATOR AWARDS

Print Campaign-Promotional

Branding for Print Advertising

*The Oliver Chamblee : 1st Place*

#### W3 AWARDS

Best Website in Real Estate

*TriVista : 1st Place*

#### DOT COMM AWARDS

Website: Business to Consumer

*Indy West : 2nd Place*

#### THE COMMUNICATOR AWARDS

Individual-Direct Marketing

for Branded Content

*Sawgrass Trails : 2nd Place*

#### W3 AWARDS

Best Website in Real Estate

*Indy West : 2nd Place*

#### HERMES CREATIVE AWARDS

Best Website in Real Estate

*Sawgrass Trails : 3rd Place*

#### MARCOM AWARDS

Social Media Campaign

*Cardinal Group : 1st Place*

### EXPERIENCE:

#### THE THIRDEYE COLLECTIVE

A logo and branding collective focused on building brands that tell a story.

Working with high level brands such as WOW Skincare Science, Flora + Bast, MyFitFoods, Bob's Containers, and other eCommerce and lifestyle brands.

#### CO-FOUNDER

**FROM: 01.2020 | TO: PRESENT**

Responsibilities include running and operating a full-service creative marketing collective, logo, branding, and design for all high-level clients and brands. Creative direction and management for all small to mid-level brands.

Creative & Art Direction | Product Design & Development

Logo & Branding | Creative Projects | UI & UX Design

Team & Project Management

#### NOVAEO

NOVAEO, a natural consumer brand distributor, owns brands and products that are sold on Amazon such as TreeActiv, Ayadara, KyndLeaf, etc. Operating as a 100% remote company the NOVAEO community spans across the globe.

#### CREATIVE DIRECTOR / CREATIVE LEAD

**FROM: 06.2019 | TO: 11.2020**

Responsibilities included creative direction for brands and rebrands of products being sold on dotcoms and Amazon. QA and direction for social media, lifestyle, and product photography, as well as campaigns and any other creative projects for brands.

Creative & Art Direction | International Team Management

Project Management | Logo & Branding | UI & UX Design

Design & Direction for eCommerce

#### AGENCY FIFTY3

Agency FIFTY3 is a full-service agency based in Denver, CO. specializing in the multifamily housing industry.

#### SENIOR GRAPHIC DESIGNER

**FROM: 12.2018 | TO: 06.2019**

Responsibilities included working on large scale projects as well as being a team lead for 7 graphic designers.

Creative & Art Direction | Team Management

Project Management | Logo & Branding | UI & UX Design

#### JUNIOR GRAPHIC DESIGNER

**FROM: 12.2017 | TO: 12.2018**

#### RACER X MAGAZINE

Racer X, is the largest and most influential publication in the motocross and off-road industry as well as the world's top source of motocross and supercross news, videos, features, and photos.

#### INTERN GRAPHIC DESIGNER

**FROM: 10.2015 | TO: 01.2017**

Responsibilities included design for all GNCC and Lucas Oil Pro Motocross events, working with the Racer X team to produce a wide range of work.

Logo Design | Publication Design | Custom Graphics

Apparel & Collateral | Event Design