

# Kayla Garpstas

BRAND EXPERT + DESIGNER + ENTREPRENEUR

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## CONTACT:

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k.garpstas in Kayla Garpstas

## EDUCATION:

**BFA in Graphic Design**  
West Virginia University  
Graduated in 2017

## 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:

**Nominee: 100 Titans of Industry**  
Top CEO's & C-level Executives in CO

**Grand: NYX Awards**  
Best Social Branding

**Gold: NYX Awards**  
Best Boutique Agency

**Gold: Marcom Awards**  
Best in Logo Development

**Gold: Marcom Awards**  
Best in Branding Refresh

**1st : The Communicator Awards**  
Print Campaign-Promotional  
Branding for Print Advertising

**1st : W3 Awards**  
Best Website in Real Estate

**2nd : Dot Comm Awards**  
Website Business to Consumer

**2nd : The Communicator Awards**  
Individual-Direct Marketing  
for Branded Content

**2nd : W3 Awards**  
Best Website in Real Estate

**3rd : Hermes Creative Awards**  
Best Website in Real Estate

**1st : Marcom Awards**  
Social Media Campaign

**2nd : Davey Awards**  
Social Media Marketing

## EXPERIENCE:

### The Third Eye 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: 04.2020 | 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.

### Media.Monks (Performance.Monks)

A global digital-first marketing and advertising agency specifically focused on performance based marketing. Working with enterprise level brands across industries, brands such as SoundCloud, Hatch, Ember, OLAPLEX, Kraken, Lululemon, Chime, and others.

#### SENIOR DIGITAL DESIGNER

**FROM: 05.2022 | TO: Present**

Responsibilities include leading creative concepts, direction, and design for paid search marketing content. Leading creative discussions with clients and managing junior level designers across brands.

### 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: 08.2019 | TO: 10.2020**

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.

### Agency FIFTY3

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

#### SENIOR GRAPHIC DESIGNER

**FROM: 12.2018 | TO: 08.2019**

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

#### 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: 12.2014 | 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.

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