

# KAYLEIGH JENNINGS

A designer who believes great creative is built from the inside out. Equal parts strategic thinking, visual craft, and obsessive attention to detail. Experienced across print, digital, motion, and brand, with a proven ability to manage multiple clients and deadlines without missing a beat.

## CONTACT

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Password: hello

## AWARDS

### American Advertising Federation AAF

*Best of Show Student Design*  
*Gold in Student Package Design*  
*Gold in Student Logo Design*

## EDUCATION

### Bachelor of Business Administration

*Major in Marketing*  
*University of Winnipeg*  
2017

### Job Propulsion Lab

*Design Portfolio*  
*Program 2020*

## SKILLS

InDesign  
Photoshop  
Illustrator  
After Effects  
Adobe Firefly  
Figma  
Google Slides  
Print production & ad design  
Brand identity & logo design  
Motion graphics & animation

## EXPERIENCE

### Designer

*New Point Media Group / 2021-Present*

- Manage full design lifecycle for 70+ luxury real estate magazine titles monthly across a network of 50+ North American franchises.
- Concept, design, and produce print advertising for luxury real estate clients, developing brand direction and ad creative from initial concept through print-ready file preparation.
- Act as account manager and client liaison, communicating directly with franchise publishers, real estate agents, and commercial printers across the US to manage orders, print specifications, and production timelines.
- Maintain working knowledge of printer specifications and production standards across multiple print vendors, ensuring accurate and on-time delivery for every title.
- Manage client-facing relationships, handling publisher needs, order volumes, and copy counts across all active franchises.

### Graphic Designer

*It's Time Texas / 2023*

- Creating collateral for several different campaigns that run state-wide.
- Building logos, illustrations, vectors, and social graphics in Illustrator and Photoshop.
- Designed and produced marketing collateral, including flyers, business documents, and print materials for corporate meetings and social media distribution.

### Freelance Graphic Designer

*SWNG / 2023 - Present*

- Design presentation decks for HubSpot & Meta.
- Dive into current branding databases to grab materials and prepare them for motion graphics and film team.

### Freelance Graphic Designer

*VAST / 2022 - 2023*

- Collaborate with the creative director to understand client needs, goals, aspirations.
- Conceptualizing and developing illustrations from pencil to Adobe Creative Suite.
- Ability to listen to clients visions and continuously make changes.

### Freelance Graphic Designer

*P4 Solar / 2021 - 2022*

- Developed full brand identity from the ground up including logo, typography, color system, and visual language.
- Designed website and paid social advertising creative targeting two distinct audience segments in the clean energy market.

### Digital Marketing Specialist

*Logical Position / 2017 - 2018*

- Analyzed paid media campaign performance and translated insights into advertising audits and strategic proposals for clients across multiple industries.
- Partnered with account teams to develop and present digital marketing strategies to prospective clients.
- Developed working knowledge of Google Ads architecture, keyword strategy, and performance metrics — earning Google AdWords certification.