

# Kaitlin Lusty

## SUMMARY

Versatile Senior Graphic Designer with extensive in-house experience across diverse industries. Seeking a full-time role to apply my design expertise, strategic thinking, and a collaborative approach to elevate brand impact. To sharpen my skills and showcase my creative range, I currently take on select freelance clients while actively pursuing a full-time position.

## Experience

### KAITLIN LUSTY DESIGN CO.

Freelance Graphic Designer | June 2011 to Present

- Lead design projects from concept to completion by translating client goals into strategic design solutions, meeting deadlines, and staying within scope.
- Foster long-term client relationships through reliability, strategic insight, and consistently refined work.

**Clients:** Triad Marketing, Pittsburgh Pirates, Baseball Industry Network, StartingGate, Medic Rescue, and Gina Mazzotta Millinery

### PAIGE

Brand Designer | May 2022 to June 2024

- Developed brand guidelines and helped build a scalable design system to ensure visual consistency and brand recognition across all touchpoints.
- Collaborated with Marketing, Copywriting, Customer Success, and UX/UI teams to maintain brand consistency across all digital and print channels.
- Produced PowerPoint presentations, social media content, trade show booths, videos, websites, landing pages, flyers, infographics, and email campaigns.
- Co-led the company website redesign to enhance storytelling, improve usability, and deliver a visually compelling user experience.
- Partnered with Customer Success to produce onboarding videos and educational materials for pathologists using the digital platform.
- Incorporated FDA and regulatory compliance requirements into marketing and design collateral, followed by Legal and Regulatory review.
- Oversaw print budgets and vendor relationships to deliver high-quality outcomes while controlling costs.

### ZOKU, LLC

Senior Designer | November 2018 to May 2022

- Led the creation of the brand's visual identity from the ground up by collaborating closely with owners, freelancers, and team members.
- Collaborated on omnichannel brand campaigns and product launches by creating photography, emails, landing pages, and paid social ads.
- Updated the e-commerce site by integrating a WordPress theme with Shopify, then optimized images to improve load times and user experience.
- Planned ZOKU's Amazon storefront, product listings, and A+ pages while focusing on conversion-driven visuals, compelling content, and videos.
- Conceptualized and directed 10+ cost-efficient photo shoots annually by prioritizing image needs and guiding teams to deliver high-quality visuals.
- Implemented a digital asset management system and Monday.com to centralize images, streamline communication, and boost team productivity.
- Drove social growth from 12K to 23K in two years by overseeing content strategy, monthly meetings, and aligning marketing and influencer efforts.
- Developed multilingual packaging and instruction manuals to streamline global distribution and reduce costs while maintaining brand standards.
- Researched competitive branding to guide the strategy and design of consistent packaging across product lines while reinforcing brand identity.

### PITTSBURGH PIRATES

Senior Designer | September 2017 to August 2018 • Graphic Designer | August 2011 to August 2017

- First Graphic Designer in our department promoted to Senior Graphic Designer, demonstrating growth and expanded responsibility.
- Acted as a mentor by facilitating brainstorming sessions, design critiques, and career development advice to foster an inclusive environment.
- Led the annual visual identity refresh by partnering with key departments to align branding efforts and streamline processes saving time and effort.
- Oversaw the creative direction of photo shoots capturing Pirates athletes, in-game action, and branded marketing partnerships.
- Delivered creative across digital, print, and ballpark environments, aligning design with brand and fan engagement goals.

## Education

### LA ROCHE UNIVERSITY, Pittsburgh, PA

Bachelor of Science in Graphic & Communication Design

Graduated *Cum Laude*

## Skills

**DESIGN TOOLS:** Adobe Photoshop, Illustrator, InDesign, After Effects, Acrobat, Canva, Procreate

**WEB & E-COMMERCE PLATFORMS:** Shopify, WordPress, Amazon Seller Central, Klaviyo, Mailchimp, HubSpot

**PROJECT & WORKFLOW MANAGEMENT:** Monday.com, Trello, Basecamp, Slack, Dropbox, OneDrive, Zoom, Photoshelter

**OFFICE & COLLABORATION TOOLS:** Google Workspace (Docs, Slides, Sheets, Drive), Microsoft Word, PowerPoint, Mac OS

**SOCIAL MEDIA:** Instagram, Facebook, X, Pinterest, LinkedIn, TikTok