

KAITLYN SHRIVER

GRAPHIC & WEB DESIGNER | CREATIVE SOLUTIONS

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EDUCATION

Arapahoe Community College
Graphic Design, Multimedia, & Illustration

SKILLS

Creative Direction & Design

Concept Development
Visual Storytelling
Brand Identity Design
Typography and Layout
Packaging Design
Color Theory and Trends

Web & Digital Design

User Interface (UI) Design
User Experience (UX) Optimization
Responsive Web Design
WordPress Development
HTML, CSS, and Basic JavaScript
SEO & Performance Optimization
Landing Page Design

Leadership & Strategy

Team Mentorship & Collaboration
Project Management
Client Relations & Communication
Strategic Campaign Development
Creative Problem-Solving
Cross-Functional Collaboration

Marketing & Advertising

Social Media Content Creation
Email Marketing Campaigns
Display Advertising
Data-Driven Design Decisions
Event Branding & Promotions
Experiential Marketing
eCommerce Design

Technical Proficiency

Adobe Creative Suite
Figma
WordPress CMS
MailChimp
Google Analytics & Tag Manager
BigCommerce
Square
WooCommerce
Shopify
Landingi
Unbounce

SELECT CLIENTS

Ed McCaffrey (NFL Super Bowl Champion)
Jamie Lynch (@simplyjamiee, TikTok Influencer)
Banana Box Wholesale Grocery
Fortissimo Dueling Pianos
GIQUE Fitness
West Main Taproom & Grill
Comic Sandwiches

PROFESSIONAL EXPERIENCE

Web Developer & Graphic Designer

Shuffling Madness Media | July 2024 - Present

- Led the end-to-end creative process for web and graphic design projects, ensuring brand consistency and visual excellence.
- Conceptualize and execute creative strategies tailored to client objectives, resulting in measurable growth in online engagement.
- Design and implement innovative solutions for websites, enhancing usability and accessibility for diverse audiences.
- Oversee creative direction for digital assets, including banners, social media visuals, product designs, and promotional campaigns.
- Collaborate with marketing and development teams to align creative outputs with broader business goals.

Junior Web Developer

Shuffling Madness Media | January 2023 - July 2024

- Assisted in building and maintaining responsive, user-friendly websites, ensuring optimal performance across devices and browsers.
- Identified and resolved bugs, contributing to seamless functionality and improved user experience for client sites.
- Conducted UX testing and provided actionable recommendations to enhance navigation, accessibility, and overall user engagement.
- Provided post-launch support to clients, addressing feedback and making iterative improvements.

Freelance Graphic Designer

Kaitlyn Shriver Designs | August 2014 - Present

- Develop and maintain responsive and user-friendly websites.
- Collaborate with cross-functional teams to gather project requirements and specifications.
- Contribute to the integration of third-party APIs to enhance the functionality of websites.
- Strong problem-solving skills and a proactive approach to addressing technical challenges.
- Adaptable to changing project requirements and deadlines in a fast-paced environment.

Senior Graphic Designer

PIN Business Network | June 2017 - January 2023

- Led a team of 3+ designers, overseeing project workflows, providing mentorship, and ensuring the timely delivery of high-quality creative assets.
- Conducted performance reviews and provided constructive feedback to foster professional growth and improve design outcomes.
- Directed the creative development of marketing campaigns, from initial brainstorming to final execution, for clients in industries including consumer products, automotive, and hospitality.
- Organized regular team workshops to encourage skill development and keep the team updated on emerging design trends and technologies.
- Facilitated cross-departmental collaboration, acting as a liaison between design, marketing, and development teams to align project goals.

Graphic Designer

PIN Business Network | October 2016 - June 2017

- Created high-impact multimedia campaigns, integrating motion graphics, video editing, and static visuals.
- Established foundational design standards that improved brand consistency across all client-facing materials.

Graphic Design Intern

DoBizLo | August 2016 - August 2016

- Collaborated closely with the Marketing Director and Senior Graphic Designer to contribute to the overall design strategy for client projects.
- Assisted in the development of marketing materials, including social media graphics and promotional assets, ensuring alignment with client branding.