

Crafting Stories, Creating Impact, Elevating Brands.

With over a decade of design experience across agency and freelance environments, I now bring my expertise to the role of Creative Director. I combine creativity and technical proficiency to lead teams and craft impactful designs. My work spans branding, UX/UI design, and digital storytelling, helping clients achieve their goals through innovative, high-impact visuals. Good design is more than just making things look nice, it's about telling a story and making a lasting impact.

Experience

PIN – Power in Numbers | Creative Director

January 2025 – Present

- Lead, inspire, and manage a creative team of graphic designers, video production team members, and other creative professionals.
- Oversee the development and execution of the company and the client's visual identity and creative projects, ensuring consistency across all media.
- Collaborate with marketing, and other departments to ensure brand consistency across all touchpoints.
- Oversee the creation and execution of all visual materials, including advertising campaigns, website design, social media assets, product packaging, video content, and more.
- Manage video production projects from concept to completion, ensuring high-quality video content that aligns with the brand's vision and goals.
- Provide guidance and creative direction to graphic designers, video editors, and animators to deliver compelling, on-brand visual assets.
- Stay ahead of industry trends and leverage new technologies to elevate the creative process.
- Provide strategic direction and mentorship to creative team members, fostering a collaborative and creative work environment.
- Develop concepts and creative strategies for campaigns that drive brand engagement, growth, and awareness.
- Ensure timely delivery of creative projects while maintaining a high level of quality and attention to detail.
- Manage the creative process from ideation to final execution, including coordinating resources and meeting deadlines.
- Present creative ideas and solutions to senior management and clients clearly and compellingly.
- Collaborate with the video production team to ensure the integration of motion graphics, animation, and live-action content that supports the brand narrative.
- Mentor and develop creative team members, providing ongoing feedback and growth opportunities.
- Oversee the management of all creative assets, ensuring proper storage, access, and usage guidelines.

PIN – Power in Numbers | Web Developer & Graphic Designer

July 2024 – January 2025

- 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 users.

- Oversee creative direction for digital assets, including banners, social media visuals, product designs,
- and promotional campaigns.
- Collaborate with marketing and dev teams to align creative outputs with broader business goals.

PIN – Power in Numbers | Junior Web Developer

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 clients' websites.
- – 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.

PIN – Power in Numbers | Senior Graphic Designer

June 2017 – January 2023

- Led teams 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.
- 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.

PIN – Power in Numbers | Graphic Designer

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 client-facing materials.

Kaitlyn Shriver Designs | Founder & Graphic Designer

August 2014 – January 2025

- Collaborate with clients to understand their vision and deliver visually compelling designs that resonate with their brands.
- Specialize in creating logos, brochures, social media graphics, and website elements.
- Manage multiple projects simultaneously, ensuring timely delivery while maintaining quality standards.

DoBizLo | Graphic Design Intern

August 2016 – October 2016

- Created original graphic designs for marketing materials using Adobe Creative Suite.
- Assisted senior designers in production processes and provided technical support as needed.
- Collaborated with the marketing team in brainstorming sessions to develop innovative campaign concepts aligned with brand objectives.
- Managed multiple tasks effectively while adhering to project timelines.

EDUCATION

Arapahoe Community College

Graphic Design, Multimedia, & Illustration

Valor Christian High School

High School Diploma

SKILLS

Creative Direction & Design

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

Leadership & Strategy

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

Web & Digital Design

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

Marketing & Advertising

Social Media Content Creation, Email Marketing Campaigns, Display Advertising, Event Promotions, and eCommerce Design.

Technical Proficiency

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