

## **Kaitlyn Shriver**

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### **Freelance Graphic Designer**, Kaitlyn Shriver Designs *Centennial, CO*

*August 2014 - Present*

- Collaborate with clients to understand their vision and deliver visually compelling designs that resonate with their brands, utilizing strong graphic, print, and digital design skills.
- Specialize in creating logos, brochures, social media graphics, and website elements while maintaining multi-project coordination and client communication.
- Create brand strategies, visual identities, and cohesive design systems to strengthen brand recognition, including packaging design concepts and style guide development.

### **Creative Director**, PIN Business Network *Centennial, CO*

*January 2025 - December 2025*

- Led a multidisciplinary creative team within a digital marketing agency.
- Served clients within a wide variety of industries (automotive, healthcare, jewelry, food/beverage, higher education, etc.), setting the vision and ensuring cohesive brand storytelling across digital, video, print, and social channels while maintaining overall brand alignment.
- Partnered with executive leadership to translate business objectives into innovative, creative strategies that drove client engagement and retention, supporting broader marketing campaigns and concept development.
- Oversaw end-to-end video and digital production, including talent sourcing from third-party agencies, location and prop booking, and coordination of craft services, leveraging strong project management and cross-channel execution.
- Sourced and managed influencers and content creators to produce authentic user-generated content (UGC) for brands and clients, contributing to multi-platform asset creation and social media content design.

### **Web Developer**, PIN Business Network *Greenwood Village, CO*

*January 2023 - January 2025*

- Led UX-driven web design initiatives that boosted client engagement and increased site traffic by 204% while applying brand strategy and visual storytelling across web platforms.
- Designed and developed responsive WordPress websites with interactive features and SEO-focused content, improving visibility and search rankings and supporting cross-channel digital execution. On both [mccaffreybrands.com](http://mccaffreybrands.com) and [mccaffreyprotein.com](http://mccaffreyprotein.com), the client achieved around 95%+ improvement in site SEO foundation by launching fully optimized, mobile-responsive websites from scratch.
- Collaborated with marketing and creative teams to deliver integrated digital campaigns that enhanced overall online performance by at least 75%, contributing to cohesive asset creation and execution.

**Senior Graphic Designer**, PIN Business Network  
*Greenwood Village, CO*

*June 2017 - January 2023*

- Spearheaded rebrands and large-scale design overhauls, boosting client recognition through brand system creation and packaging design.
- Directed campaign creative from concept to delivery across digital and traditional media within the marketing agency division, supporting marketing campaigns and cross-channel asset creation.
- Coordinated cross-functional teams, ensuring project delivery while maintaining design standard and consistent brand alignment.
- Mentored junior designers, building a pipeline of internal creative growth through design guidance and creative direction.
- Hosted an original podcast on YouTube, Spotify, and Apple Podcasts titled *Double Feature* covering movies and TV shows, cosplay, and pop culture.

**Graphic Designer**, PIN Business Network  
*Greenwood Village, CO*

*October 2016 - June 2017*

- Designed logos, packaging, and marketing and social assets that grew brand visibility and client satisfaction, supporting digital and print design needs.
- Collaborated with clients to align creative output with marketing objectives and maintain strong brand consistency across channels.

**Graphic Design Intern**, DoBizLo  
*Greenwood Village, CO*

*August 2016 - October 2017*

- Supported senior designers in campaign execution, creating marketing materials that enhanced brand presence and strengthened graphic and digital design skills.

### **Skills & Certification**

**Digital Strategy:** Web development, UX/UI design, SEO, responsive design, conversion-focused design, YouTube Certified, Google Certified, SEMRush

**Content Management:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Canva, Procreate, Monday.com, Wrike, WordPress, SquareSpace, Shopify, BigCommerce

### **Education**

Arapahoe Community College | Associate's Degree in Graphic Design, Multimedia, & Illustration