

# Kaitlyn Bullock

Kait has over a decade of experience in the marketing and graphic design industry, and has fulfilled in-office and remote roles. She is an efficient, creative problem solver with a proven ability to meet deadlines and achieve desired results.

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kaitbullock.art

## EXPERIENCE

### Freelance Graphic Designer

kaitbullock.art - Hartford, MI - 2012 to Present

- Provide clients with graphic design support on digital and print platforms.
- Design assets for web design, branding, event promotion, and more.
- Determine project scope and establish client's design needs.
- Present design concepts to clients.
- Ensure consistency of marketing message and branding.
- Provide support for digital web and social media assets.
- Oversee project execution and ensure timely resolution of any issues.

### Receptionist/Website Manager

Two by Two Animal Hospital - 2020 to Present

- Learned and mastered the interface of ImproMed (data management system).
- Assist clients with scheduling appointments, answering the telephone, admitting and discharging patients, filling some prescriptions, over the counter sales, mailings, computer operation, financial transactions, and front office and reception area maintenance.
- Designed a new website in 2021 featuring mobile friendly user experience and provided ease of access to key information about Two by Two.

### E-Commerce Sales Coordinator

Whirlpool - Benton Harbor, MI - March 2017 to October 2018

- Efficiently audited existing .com presentation for product accuracy-this included: product descriptions, images, video content, pricing, and key features.
- Identified opportunities for enhancements and enrichment of websites.
- Fostered relationships with trade partners to align goals.
- Worked with sales and marketing departments to improve online presentation and overall user experience on trade partner platforms.
- Ensured digital assets were employed to their fullest potential.
- Built and enhanced Gladiator's "brand page" on amazon.com--improved presence and traffic to Gladiator products and brand message.
- Learned and mastered product data transfer systems for each trade partner.
- Strategically applied product algorithm on lowes.com to closely match actual product descriptions on ggw.com.
- Ensured images and video content maintained integrity on trade partner websites throughout the asset onboarding process.

## SKILLS

Adobe Creative Suite  
Adobe Indesign  
Adobe Photoshop  
Adobe Illustrator  
Concept Development  
Design Project Management  
Digital Media  
Digital Illustration  
E-Commerce Support  
File Management  
G Suite  
Graphic Design  
Mac OS  
Logo Development  
Logo Design  
Presentation Design  
Social Media Asset Design  
Troubleshooting  
Website Design  
Website Maintenance  
Windows OS  
Wire Frames

## Graphic Designer

CE Competitive Edge - Stevensville, MI - May 2014 to March 2017

- Met with clients to determine the scope of creative projects.
- Ensured the integrity of branding style guides.
- Presented design concepts to clients.
- Created virtual representations of products.
- Incorporated changes recommended by clients into final designs
- Designed and managed ads, web banners and graphics for internal marketing
- Managed and organized over 48,000 files
- Maintained customer logos and their guidelines
- Developed graphics for product illustrations, logos, and websites
- Designed new banner ads and header images
- Created cover graphics for e-commerce focused website pages
- Designed print ads, postcards, stand banners, etc.
- Attended trade shows to promote brand

## EDUCATION

**Ferris State University – Kendall College of Art and Design**  
Grand Rapids, MI— *BFA, Digital Media*

## PORTFOLIO/PROJECTS

**Portfolio Site:** <https://kaitbullock.art>

*Additional work samples available upon request.*

## REFERENCES

### **Ted Gogol**

Owner, *Stone Lake Family Adventures, LLC*

tcgogol@gmail.com

### **Amy Langlois, AU, API, CISR**

Operations Manager, *Diebold Insurance*

amyl@dieboldinsurance.com

### **Sharon Murch**

Treasurer, *Eastern Michigan Arabian Association*

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