

KAILYN WEINBERG

MOTION GRAPHIC DESIGNER

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KailynAnn.com

/in/kailynnann



PROFILE

Self motivated graphic designer and video editor with a passion for motion graphic animation, with over ten years of experience as well as nearly five years of intimate knowledge of the automotive industry. Skilled with problem solving, conflict resolution, and creating successful partnerships. Accustomed to handling multiple projects and performing in deadline driven environments. Seeking opportunities that allows me to contribute to innovative projects and grow as a professional.

EDUCATION

BACHELOR OF ARTS
MEDIA AND INFORMATION TECHNOLOGY
Michigan State University
2015 - 2018

MINOR
ANIMATION AND COMICS STORYTELLING
Michigan State University
2015 - 2018

TECHNICAL SKILLS

Adobe After Effects
Adobe Premiere
Adobe Photoshop
Adobe Illustrator
Microsoft Office
Cricut Design Space
Avid
CMS (Dealer Command Center)
Salesforce
Zendesk

PROFESSIONAL SKILLS

Creative
Organized
Adaptable
Detail Oriented
Dependable
Deadline Driven
Self-Motivated
Perfectionist
Time Management

PORTFOLIO

VIEW MY WORK AT:
KailynAnn.com

References available upon request.

EXPERIENCE

WEBSITE DESIGN SPECIALIST I **SEPT 2019 - MARCH 2024**
ANSIRA (Previously Sincro, CDK) | Oct 2021 - March 2024
INSIGHT GLOBAL | Contractor from Sept 2019 - Oct 2021
DETROIT, MI / REMOTE

- Responsible for designing and making updates to the content and aesthetic design for websites in a proprietary CMS that supports auto dealerships across the United States under a variety of OEMs
- Create a variety of custom assets (hero slides, banners, tiles, in-line ads, logos, etc) recognizing OEM's brand guidelines while also including each dealership's unique brand identity
- Provide "in-the-moment" creative solutions and troubleshooting to enhance website quality and customer experience
- Document website changes and client interactions using CRM logs (Salesforce)
- Redesign Team** - consult with clients, assess their needs to create design elements and make updates to their site design and layout
- Mazda Subject Matter Expert** - received specialized training on Mazda's branding and became point of contact for brand related questions, as well as responsible for gathering and submitting OEM assets for master site use

FREELANCE GRAPHIC DESIGNER **FEB 2024 - MARCH 2024**
LIVONIA FIRE & RESCUE
REMOTE

- Developed and designed two recruitment flyers for the Livonia Fire Department, showcasing the department's mission, values, and recruitment initiatives
- Collaborated closely with the Training Officer to understand their recruitment goals and target audience, ensuring the design effectively communicated key messages and resonated with potential candidates
- Visually highlight the department's unique offerings and opportunities for prospective firefighters to increase engagement and interest in recruitment efforts

FREELANCE GRAPHIC DESIGNER **DEC 2023 - JAN 2024**
INTEGRATED REHABILITATION SERVICES
REMOTE

- Collaborated closely with the client to understand their vision and requirements for the new logo
- Developed multiple design concepts, incorporating elements that reflected the center's commitment to communication, rehabilitation, and patient care
- Presented multiple design proposals and worked with the client after receiving valuable feedback to solidify the final design
- Produced final logo files in various formats suitable for digital and print applications, ensuring consistency and quality across multiple platforms

VOLUNTEER GRAPHIC DESIGNER **OCT 2023**
LIVONIA PROFESSIONAL FIREFIGHTERS UNION
REMOTE

- Volunteered as a graphic designer for the Livonia Fire Department Union's "Stop, Drop, and Bowl" fundraising event
- Produced a visually compelling flyer that also effectively communicates the event details, including date, time and location as well as providing additional information on how local businesses can sponsor the event
- The flyer played a vital role in spreading awareness of the event, contributing to the success of the fundraising event and furthering the Livonia Fire Department Union's mission of serving and giving back to the community

FREELANCE GRAPHIC DESIGNER **NOV 2022 - APRIL 2023**
LIVONIA FIRE & RESCUE
REMOTE

- Created detailed floorplans using video and photo references of Livonia's multi-level fire training facilities, ensuring accuracy and clarity in layout and dimensions. These floorplans are currently used for training purposes during controlled burns within the facilities.

INFO TECH ASSISTANT I **JUNE 2016 - DEC 2018**
MSU COLLEGE OF AGRICULTURE & NATURAL RESOURCES
COMMUNICATION SERVICES
EAST LANSING, MI

- Demonstrated technical expertise in video production, encompassing proficiency in video recording, editing, audio engineering, and lighting techniques to ensure the delivery of high-quality video content for various platforms
- Collaborated closely with clients to understand their objectives and messaging needs, providing guidance and support in crafting compelling narratives that resonate with target audiences while aligning with the MSU brand identity
- Facilitated consultation sessions and provided technical guidance to clients, offering insights and recommendations to enhance the effectiveness of their multimedia strategies and achieve their communication goals
- Spearheaded end-to-end multimedia production processes, from scriptwriting and storyboarding to distribution and promotion, optimizing workflows to meet project timelines

STUDENT VIDEOGRAPHER INTERN **2014 - 2015**
HURON VALLEY SCHOOL (HVS-TV)
WHITE LAKE, MI

- Selected for highly competitive internship program, where openings are limited each semester
- Applied skills in camera operation, lighting, set design, and post-production/non-linear editing to support various projects and local events, including athletics, concerts, honors programs, graduation ceremonies, parades, and other school-related activities
- Collaborated with HVS-TV team to contribute to special projects within Huron Valley Schools and the broader community, gaining valuable hands-on experience in real-world production environments
- Leveraged expertise in Avid editing software to enhance project quality and efficiency, aligning with HVS-TV's preference for experience with industry-standard tools