

KYLELORD

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SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects
Ceros | Microsoft Office Suite | WordPress | HTML/CSS | Graphic Design
Website Design | Website Creation | Design Production | Social Media
Marketing | Product Design | Product Management | Product Production
PHP | Client Management | Project Management | Creative Design
Motion Graphics | Brochure Design | Event Creative

EXPERIENCE

AIME - ASSOCIATION OF INDEPENDENT MORTGAGE EXPERTS

2019 - Present | Philadelphia, PA

CREATIVE MANAGER

- Manage the creative team by delegating projects and overseeing projects from ideation through execution.
- Planned all signage and creative for 4 successful large national conferences in Las Vegas. Coordinated with variety of vendors to move artwork through production to installation.
- Redesigned the AIME website and worked in the back-end of WordPress to make the pages easily updated by anyone on the team with no coding knowledge necessary.
- Designed and coordinated development of a consumer facing website to educate them on mortgages. Including a full directory of almost 1,000 independent mortgage brokers.
- Developed creative team workflow to more easily manage projects using Monday.com's automation and request forms.

GRAPHIC DESIGNER

- Developed a variety of brands including Broker to Broker, a podcast presented by AIME to share member stories and educate independent mortgage brokers.
- Introduced motion graphics into the company branding to increase member interest.
- Create engaging graphics to distribute to the associations member base on social media. The graphics range from educational to promotional.

FITZGERALD DESIGN, INC.

2014 - 2019 | New York

GRAPHIC DESIGNER

- Created a variety of signage materials to promote Six Flags programs including posters, menus and decals.
- Created a website to manage all correspondence between Six Flags parks and Fitzgerald Design. The website uploads files into specific folders on the server based on the page they were uploaded to.
- Created promotions, advertising, and presentations for Coca-Cola and their clients.

TEAL ORBIT

2012 - 2014 | Philadelphia, PA

GRAPHIC DESIGNER / WEB DEVELOPER

- Analyzed client needs then, set up and customized WordPress websites to fit their specific requirements.

EDUCATION

THE ART INSTITUTE OF PHILADELPHIA

Bachelor's of Science in Graphic Design 2012