

# Kaylan Wood

Graphic & Web Designer

Charlottesville, VA  
kaylanwood.com  
kaylan@kaylanwood.com  
(804) 283-2808

## Work Experience

### Graphic Web Designer

Plow & Hearth (2018–Present)

- Design marketing materials for web including emails, website updates, affiliate banners, and SMS notifications
- Collaborate with content writers to produce blog posts and push to the website using HTML/CSS
- Produce wireframes and mock-ups for campaign landing pages
- Collaborate with marketing and e-commerce teams to create consistent visual storytelling across catalog, web, and retail channels
- Create high volumes of work in a fast-paced, quick-turnaround environment
- Design from a mobile-first and user-centered approach by using data and insights to drive improvements to user experience

### UX Designer

Blue Ridge Area Food Bank (2017–2018)

- Collaborated on a team of designers and developers to create a system to allow the food bank to make more informed purchasing decisions
- Designed logos, brand standards, visual identity, as well as wireframes and prototypes
- Conducted user research through competition analysis, interviews, and user persona creation

### Graphic Designer

Office of Technology & Design (2016–2018)

- Designed marketing materials and campaigns for print and web
- Met with clients to develop project briefs and receive feedback
- Collaborated on a team of designers to develop creative solutions
- Created work in an agency environment with quick turnarounds and consistent critiques

### Advertising Designer

The Breeze (2015–2016)

- Designed print and web advertisements for local clients
- Executed marketing campaigns to strengthen visibility and readership
- Collaborated with designers and advertising executives to develop advertisements
- Worked in a fast-paced newsroom with tight deadlines

## Education

James Madison University

### B.A. Media Arts and Design

Interactive Design Concentration  
Minor in Studio Art

Magna Cum Laude

Graduated May 2018

Study Abroad

### Ireland: Media, Culture, and Society

Six-week study abroad program focused on creating media-based projects with Irish youth.

Summer 2017

## Skills

UX/UI Design, Front-end web development, Design Thinking, Wireframing, Prototyping, User Research, Mockups, Storytelling, Branding, Print Design, Typography, Illustration

## Tools

Photoshop, Illustrator, InDesign, Adobe XD, Dreamweaver, Bridge, Sketch, InVision, Figma, HTML & CSS, Bootstrap, WordPress, Microsoft Office

## Honors/Awards

Outstanding Contributor  
in Interactive Design Award

1st Place SMAD/CIS  
Capstone Competition

President's List & Dean's List