

KAITLIN LUSTY

New York City • 724.777.2376
kaitlusty@gmail.com • kaitlinlusty.com

EDUCATION

La Roche College, Pittsburgh, PA
Bachelor of Science in Graphic & Communication Design
Graduated *Cum Laude*

EXPERIENCE

Kaitlin Lusty Design Co.
Freelance Graphic Designer, *August 2018 to Present*
Duties include branding and identity development, logo design, print design, web graphics, social media, apparel design and project management.

Pittsburgh Pirates
Senior Designer, *September 2017 to August 2018*
Plan and execute creative design solutions for all departments of the Pirates Organization. Act as a mentor to other creative positions, providing guidance both in general graphic design solutions and implementation of new visual elements. Promote cohesion between the various creative departments by offering a style guide to follow. Ensure that all creative meet the standards defined in the Pirates' brand style guide. Effectively communicate design rationale and concepts to department leadership. Facilitate photo shoots with the team photographer.

Pittsburgh Pirates
Graphic Designer, *August 2011 to August 2017*
Design many types of media including brochures, magazines, advertisements, flyers, invitations, environmental/signage, web advertisements, television commercials, packaging, social media, and t-shirts. Direct player and promotional photo shoots. Work closely with printers to make sure that projects reach completion on time and in their intended form.

Triad Marketing
Graphic Designer, *June 2011 to January 2018*
Design logos, direct mail pieces, and social media graphics.

Rimbach Publishing
Design Intern, *January 2011 to August 2011*
Designed ads to promote their industrial magazines. Typeset the press releases for the newest industrial products.

Zoltun Design
Design Intern, *June to August 2010*
Designed promotional materials for Zoltun Properties. Worked with a team of graphic designers and clients in order to create signage, parking graphics, vehicle graphic, and advertising. Other duties included portfolio photography and print production.

RECOGNITION

AIGA Pittsburgh 365
Fall 2015
Pittsburgh Pirates Sales Campaign.

AIGA Pittsburgh 365
Fall 2015
Pittsburgh Pirates Corporate Sales Brochure.

SKILLS

Proficient
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Quark, Microsoft Office, WordPress, Facebook, Twitter, Instagram, and Mac OS.