

# Kaitlin Lusty

Jersey City, NJ • 724.777.2376  
kaitlusty@gmail.com • kaitlinlusty.com

## Education

**LA ROCHE UNIVERSITY**, Pittsburgh, PA  
Bachelor of Science in Graphic & Communication Design  
Graduated *Cum Laude*

## Experience

**KAITLIN LUSTY DESIGN CO.**  
Freelance Graphic Designer, June 2017 to Present

Collaborate with clients to understand their needs and deliver tailored design solutions that resonate with their target audiences. Responsible for branding, logo design, print design, web graphics, social media, apparel design, and project management.

**Clients:** *Triad Marketing, Pittsburgh Pirates, Baseball Industry Network, StartingGate, Medic Rescue, and Gina Mazzotta Millinery*

**PAIGE**  
Brand Designer, May 2022 to June 2024

Create and manage comprehensive brand guidelines and strategies, ensuring consistent visual identity across multiple touchpoints, and increased brand recognition in the digital pathology space. Collaborate with multidisciplinary teams including marketing, copywriting, customer success and UX/UI to seamlessly integrate brand identity and messaging throughout their projects. Manages and executes all phases of design for various projects including Powerpoint presentations, social media, trade show booths, video editing, website design, flyers, infographics, and e-blasts.

**ZOKU, LLC**  
Senior Designer, November 2018 to May 2022

Oversee the direction of brand redesign and evolution. Communicate and collaborate with freelancers and outside vendors. Manages and executes all phases of design for various projects including packaging, product graphics, catalog, trade show displays, photography, website design, sales presentations, social media campaigns, email marketing campaigns, and photography editing.

**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 design, signage, web advertisements, 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.

## Skills

**PROFICIENT**  
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Acrobat, Microsoft Word, Microsoft Powerpoint, WordPress, Keynote, Social Media Platforms, Shopify, Amazon Seller Central, Hubspot, MailChimp, Procreate, Monday.com, Trello, and Mac OS.