

# Kadie Vinson

— VISUAL DESIGNER —

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## About Me

Flexible, ultra-creative graphic designer with over 12 years experience in print and digital media creation. Always looking for a challenging problem to solve; hardworking, down-to-earth and reliable.

## Experience

### DIGITAL MEDIA COORDINATOR

VERICAST • AUGUST 2019–PRESENT

Examine all job requests (including video development and HTML5 animation) to ensure that all needed assets and directions are provided, confirming that the teams involved are able to properly build creatives

Maintain close relationships with Account Management, Campaign Management, Vendor and Leadership teams, answering any questions/scheduling kick-off calls pertaining to the products we create

Handle daily production tasks of creating and proofing digital static/interactive rich media banners, coding emails and building landing pages

Create both print and digital spec ad mocks to be used to gain additional revenue. Current personal revenue total earned: \$348,267

### VISUAL DESIGNER

SSDM • NOVEMBER 2018–AUGUST 2019

Designer/Art Director of many digital products, including websites, landing pages, digital display, logos, etc.

Frequent collaboration with Creative Director and Marketing team, pitching brand ideas and creative mocks

Held weekly calls with developers to ensure that they were able to produce sites to mock specifications

### SENIOR PRODUCTION DESIGNER/TEAM LEAD

MCCANN DETROIT • OCTOBER 2014–SEPTEMBER 2018

Lead a team of designers on production end to process work for ALDI, including in-store/mailer media and digital ads

Produced print and digital work for GM Fleet campaign

Worked closely with Account, Content Editing and Prepress teams to ensure shipment of completed ads

Designed print materials and infographic boards for pitch presentations given to prospective clients

## Education

Macomb Community College  
2009–2012

Digital Design + Layout

## Master of:



## Proficient in:

