

Kaitlyn Igoe

Graphic Design . Motion Design . Brand Design

Summary

Versatile graphic designer with five years of experience creating simple, solutions-focused designs that align with client brand identities. Proficient in industry-leading software, with a keen eye for detail and a track record of meeting tight deadlines. Strong communicator and collaborator eager to contribute creativity and expertise to a dynamic team.

Project & Campaign Highlights

WECARE for Women | Respiratory Health Association Spring 2023, Funded by the National Institute of Health

- * Developed a unique brand identity to connect our mission with our target audience
- * Designed and launched a collection of organic and paid social media graphics that reached over 44,000 unique users
- * Produced and edited three provider-targeted videos in collaboration with pulmonologists from Northwestern University
- * Storyboarded and animated a typography-focused Public Service Announcement to communicate the campaign goals in an easily digestible format

Catch Your Breath Public Service Announcement | Respiratory Health Association

Spring 2023, Art direction & storyboards by Abel Sanchez

- * Collaborated with the art team to brainstorm and develop scripts, animation concepts, and storyboards
- * Transformed storyboards into compelling typographic animation, utilizing animation and typographic best practices
- * Worked closely with the art director to implement feedback and ensure production was running on schedule
- * Delivered final video to be displayed on TV, YouTube, and social media ads, generating \$88,000 for this year's fundraising campaign

Let's Get MOOO'ving! | 2023 CowaLUNGa™ Bike Tour

Summer 2023, Illustrations sourced from Olga on Adobe Stock.

- * Developed and presented two unique and high-quality concepts to RHA's events team and selected a marketing campaign that generated a 15% increase in participants to the previous campaign.
- * Designed and launched a digital advertising campaign comprising social media, Google, and Banner Ads, resulting in 84 clicks, a .28% click-through rate and delivered over 75,000 impressions.
- * Created additional collateral for recruitment and event weekend, including postcard direct mail marketing, signage, t-shirts, and custom medal artwork

Contact

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Relevant Work History

Respiratory Health Association Graphic Designer II

- * July 2023 - Present

Graphic Designer

- * August 2021 - June 2023

RXBAR

Jr. Graphic Designer

- * January 2020 - June 2020

O'Kelly Kasprak, LLC

Marketing & Design Intern

- * April 2016 - December 2019

Freelance Graphic Designer

October 2019 - Present

Education

BFA in Graphic Design

DePaul University College of Computing & Digital Media

- * Graduated Magna Cum Laude

Reaching New Heights | 2023 Hustle Chicago® Charity Stair Climb Winter 2023

- * Developed and presented three unique and high-quality concepts to RHA's Events team and selected a marketing campaign that generated over \$500,000 in fundraising
- * Designed and launched a digital advertising campaign comprising social media Ads, Google Ads, and Banner Ads, resulting in 25.88K Impressions, 15 Clicks and 0.06% CTR.
- * Generated and installed new event signage throughout the former Hancock building event weekend
- * Created additional collateral for recruitment and event weekend, including postcard direct mail marketing, t-shirts, and custom medal artwork

I Wanna Ride With You | 2022 CowaLUNGa™ Bike Tour Summer 2022

- * Developed and presented three unique and high-quality concepts to RHA's Events team and selected a marketing campaign that generated 158 participants.
- * Created additional collateral for recruitment and event weekend, including postcard direct mail marketing, signage, t-shirts, and custom medal artwork
- * Volunteered and helped coordinate photography and social media presence for event weekend

Inspiration COPD Newsletter | Respiratory Health Association Quarterly Newsletter 2021 - Present

- * Translated copy provided by program coordinators and medical resources to high-quality newsletter spreads that adhered to RHA's COPD brand guidelines
- * Designed layouts using typographic best practices and accessibility 508c standards to ensure legibility to the target audience, Adults 45 and above
- * Oversaw print production and distribution list to ensure a high-quality final product
- * Provided photo selection and editing to provide additional context to each article where necessary

Chicago Ballet Schools | Depaul University Senior Capstone September 2018 - June 2019

- * Created a design proposal outlining the historical inequities from research and how the brand identity would kick-start the project
- * Developed a unique brand identity that included logos, color palette, typography, and photography guidance
- * Designed additional collateral for website design, print advertising, and studio signage

Skills

Software

- * Adobe After Effects
- * Adobe Indesign
- * Adobe Photoshop
- * Adobe Premier
- * Adobe Illustrator
- * Adobe XD
- * WordPress Wix, Squarespace & Shopify
- * HTML & CSS

Design & Creative

- * Creative Direction
- * Brand Development
- * Typography
- * Video Editing
- * Motion Graphics
- * Prototyping
- * Product Photography
- * Print Design
- * Print production
- * Digital Marketing
- * Iconography
- * Web Design & Development
- * SEO Management

See samples of my work at
[Kaitlynigoe.com](https://kaitlynigoe.com).