

KAITLYN DORR

GRAPHIC DESIGNER | PHOTOGRAPHER | ART DIRECTOR

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PROFESSIONAL SUMMARY

Multidisciplinary designer leveraging experience in graphic design, photography, art direction, UX/UI design, asset organization, and project management. Adaptable and collaborative, with a strong focus on creative problem-solving, efficient workflows, and thoughtful design that strengthens brand identity and elevates the brands visual landscape. Positioned to produce and deliver engaging, functional and visually impactful results through a profound understanding of clients needs and objectives.

TECHNICAL SKILLS

Creative Programs

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Bridge, Lightroom, Acrobat, XD, After Effects), Capture One, Figma, Sketch, Procreate, Canva, Creatopy, Microsoft Office Suite, Google Workspace

Web Platforms

Figma, WordPress, Wix, Theme Builders, Squarespace, Square, Beginner HTML/CSS

Everyday Practices

Graphic Design, UX/UI Design, Branding, Digital Marketing, Social Media Marketing, Product Styling, Photography, Trend Research, Copy-writing, Motion Graphics, Wireframing, User Flows, User Personas, Affinity Diagrams, Storyboarding, AI Integration for Creative Production

PROFESSIONAL EXPERIENCE

APARTMENTS.COM | ATLANTA GA

JAN 2024 - APRIL 2026

GRAPHIC DESIGNER

- Designed and executed integrated B2B marketing assets across print, digital, web, email, social media, direct mail, presentations, and event marketing in a fast-paced corporate environment
- Collaborated under a Creative Director and Marketing VP alongside Art Directors, marketing, and sales teams to maintain cohesive branding and campaign consistency across multiple customer touch-points
- Produced high-volume variable data marketing materials for 300+ regional markets through Excel and Adobe variable-data integration workflows
- Designed social ads, infographic flyers, direct mail pieces, HTML5 and static digital ads, branded merchandise, packaging, convention collateral, and large-format event graphics including booth displays, banners, and signage
- Assisted in the development of B2B web experiences and UI-focused marketing assets
- Developed polished corporate presentations using Microsoft PowerPoint and Keynote
- Managed multiple projects in high-volume creative environment with fast turnaround deadlines
- Utilized AI-assisted creative workflows with programs like ChatGPT, Claude, and Lovart to support ideation, organization, copy refinement, and production efficiency

DEZINE NEWS ACCESSORIES | DALLAS TX

AUG 2017 – AUG 2023

GRAPHIC DESIGNER

- Managed creative projects from concept through final production across photography, videography, marketing collateral, and digital asset organization
- Designed marketing materials including emails, sales sheets, catalogs, look books, packaging, social media graphics, web assets, signage, presentations, and visual merchandising materials to support sales initiatives and brand growth
- Upheld and maintained brand standards across company and private-label client projects while managing social media and web content for multiple accounts
- Improved creative workflows and studio operations by developing new production processes, managing equipment and supplies, and maintaining studio readiness
- Created realistic product and packaging renderings using Adobe Illustrator, InDesign and Photoshop
- Trained and managed new employees and freelance creatives while providing art direction and guidance on company design standards
- Assisted with project management, copy writing, cross-functional communication, and distribution of creative assignments across teams and department

IVIE & ASSOCIATES | ADDISON TX

FEB 2017 – JUNE 2017

JR. GRAPHIC DESIGNER

- Worked at an Ivie & Associates owned creative advertising agency, collaborating with clients and internal teams to develop designs aligned with brand standards and messaging
- Designed digital marketing assets including social media graphics, email campaigns, flyers, booklets, signage, and promotional materials for a variety of clients
- Developed creative visual designs for marketing campaigns across digital and print platforms
- Applied client rebranding across marketing collateral and assets to maintain cohesive brand identity
- Managed multiple projects while meeting fast-paced production timelines and quick-turnaround

ATOMIC DESIGN & CONSULTING | PLANO TX

SEP 2016 – FEB 2017

ASSOCIATE GRAPHIC DESIGNER

- Developed digital strategies and creative solutions for clients through marketing-focused planning
- Produced UX/UI designs, wireframes, site maps, digital campaigns, photography, and branded assets for web and marketing initiatives
- Collaborated with development team and clients to create UI components, maintain brand consistency, and support user experience goals
- Conducted trend research while managing social media and digital accounts for multiple clients

HOUNDSTOOTH PRESS | FAYETTEVILLE AR

JULY 2015 – JULY 2016

GRAPHIC DESIGN INTERN

- Collaborated with clients to understand design needs to develop visually engaging apparel and print
- Designed graphics for screen printing, embroidery, and apparel production across a variety of clients
- Assisted in preparing print-ready artwork and production files for apparel manufacturing

EDUCATION

BACHELOR OF FINE ARTS IN VISUAL DESIGN

UNIVERSITY OF ARKANSAS 2016

Primary Emphasis in Graphic Design & Secondary Emphasis in Photography