



KACIE KONKOL

Brand & Digital Designer

SCALABLE SYSTEMS | MULTI-CHANNEL CAMPAIGNS



Contact

417.576.3118

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SPRINGFIELD, MO

KACIEKONKOL.COM

Skills & Expertise

BRAND & VISUAL DESIGN

Brand Identity
Layout & Typography
Print Production
Packaging Design

DIGITAL MARKETING

Campaign Design
Email Graphics
Social Templates
Digital Ads

WEB & UX

Website Visuals
UX Principles
Ecommerce Assets

PRODUCTION & COLLABORATION

Asset Libraries
Vendor Coordination
Project Management

Tools

ADOBE CREATIVE SUITE

FIGMA / CANVA / LATER

WORDPRESS / BIGCOMMERCE

KLAVIYO / CONSTANT CONTACT

HTML/CSS (LIGHT)

MICROSOFT OFFICE

Education

LINDENWOOD UNIVERSITY

2007-2011

Bachelors of Fine Art: Graphic Design
& Computer Art

Minor: Interactive Media &
Web Design

Brand & Graphic Designer with 10+ years creating pixel-perfect, story-driven design across email, web, digital ads, packaging, and print. Skilled at shaping cohesive visual systems, elevating brand consistency, and delivering high-quality creative at scale. Strong collaborator who communicates clearly, adapts quickly, and works seamlessly with marketing, product, and content teams. Brings a balance of creative intuition and rigorous production skills, including photo retouching, layout design, and organized, efficient file management.

Selected Projects



BRAND SYSTEMS &
PRINT COLLATERAL



CROSS-PLATFORM
DIGITAL CAMPAIGNS



USER-FIRST
WEBSITE LAYOUTS

FULL PORTFOLIO AVAILABLE FOR VIEWING AT KACIEKONKOL.COM ▶

Professional Experience

JUNE 2021 - PRESENT

KACIE KONKOL DESIGNS / Freelance Designer

- Partner with consumer brands and small businesses to design brand identities, logos, and cohesive marketing systems.
- Lead projects from discovery through final delivery, including concept development, client presentation, and production-ready assets.
- Design digital, print, and event materials that align brand strategy with real-world execution.
- Manage timelines, feedback, and revisions while maintaining consistency and quality across deliverables.

OCTOBER 2012 - AUGUST 2021

SALON SERVICE GROUP / USMOOTH / Senior Brand & Graphic Designer

Primary Design Lead / Usmooth (In-House Consumer Brand)

- Led end-to-end visual design for Usmooth, an in-house professional hair tool and styling brand.
- Designed and launched the Usmooth ecommerce website, including UX-focused layouts, product photography, and shoppable product setup.
- Built cohesive brand systems spanning digital, print, packaging, retail, and social.
- Produced product launches, campaign assets, email graphics, and ecommerce content supporting brand growth and customer engagement.

Corporate & B2B Design / Salon Service Group

- Designed B2B marketing materials including catalogs, print collateral, in-store signage, sales one-sheets, and digital ads across 15+ brands.
- Produced vendor-ready, production-accurate files for large print runs and national distribution.
- Managed visual updates for 4+ ecommerce and marketing websites, supporting thousands of SKUs and seasonal promotions.
- Designed and produced a bi-monthly print catalog distributed to 20k+ customers, improving visual hierarchy and cross-brand consistency.
- Supported internal teams with organized asset libraries and dependable production workflows.

EARLY CAREER

VHC, INC. / Digital Marketing Specialist (2012)

ZOOM MAGAZINE / Layout & Design Specialist (2011)