



## Brand & Digital Designer

SCALABLE SYSTEMS | MULTI-CHANNEL CAMPAIGNS



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](http://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 / UsSmooth (In-House Consumer Brand)

- Led end-to-end visual design for UsSmooth, an in-house professional hair tool and styling brand.
- Designed and launched the UsSmooth 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)

### >Contact

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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