

Kaitlyn Hinojosa

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Summary

Experienced in diverse visual and artistic settings, I can confidently navigate multiple forms of media and collaborate with creative and executive groups. My educational background includes a comprehensive understanding of exhibition processes in public galleries, cultural venues, and online spaces, complemented by a nuanced ability to articulate critical responses to a wide range of creative forms.

Education

BACHELOR'S OF FINE ARTS *Painting, Drawing/Illustration, Printmaking*

University of Nevada, Las Vegas

Skills

Adobe Creative Cloud: Multiple years of experience using Adobe products (Photoshop, InDesign, Illustrator)

Graphic Design: Expertise in creating & designing digital and print assets across various platforms (web, social, OOH, print).

Art Direction: Skilled in developing & interpreting briefs, guiding jr artists to deliver designs that align with brand standards.

Project Management: Ability to prioritize tasks, manage timelines, and ensure smooth flow from conception to delivery

Asset Optimization: Experience in tailoring designs to meet audience needs and maximize engagement.

Cross Collaboration: Worked with executive, marketing teams, and agencies to align design strategies with brand objectives.

Asset Tracking: Proven record of managing upwards of 20 projects simultaneously, ensuring timely delivery and organization.

Team Leadership & Mentorship: Experience leading and mentoring design teams, ensuring use of best practices & consistency.

Experience

GRAPHIC DESIGN SPECIALIST & COORDINATOR

Palms Casino Resort - Entertainment Marketing

- Design visuals based on marketing strategy across multiple channels including print, OOH, web, email, and social media
- Lead the design team to produce creative projects and campaigns, including digital and print assets.
- Use systems, templates, and guidelines to create engaging content across various platforms
- Facilitate communication between agencies and executive teams to ensure seamless project flow and clear expectations.
- Engages in meetings to review projects, share best practices, and collaborate on creative solutions
- Oversee and manage incoming project requests, tracking progress to ensure timely execution.
- Develop detailed creative briefs for designers to guide the design process and ensure alignment with marketing objectives.

ART DIRECTOR & GRAPHICS COORDINATOR

Shoreline Entertainment Distribution / 2020 - 2024

- Direct the design team to produce creative projects and campaigns, including digital and print assets.
- Take direction and develop creative ideas into visual realities, with strong understanding of visual hierarchy and brand standards in various formats for projects and materials including digital, print, signage, and others
- Produce quality Key art when working with complex templates, pre existing artwork, and specifications
- Redesign and resize existing assets to meet new platform specifications, optimizing design for target audience engagement across various channels.
- Use of Microsoft Office Suite and Google Workspace for cross-funtionality (tracking, drafting, distribution, etc)
- Became familiar with the companys distribution channels, CRM, and rights management systems
- Be a visual storyteller, using heirarchy, typography, layout, and color for creative assets
- Mentor by develop artistic skills and building strong relationships with junior designers and third party vendors
- Design and manage systems, templates, and brand guidelines the team uses for consistency in creative assets
- Collaborate with external partners to create concepts, develop designs, and execute assets that uphold the visual identity of the brand, ensuring alignment across all creative executions
- Engages in meetings to review projects, share best practices, and collaborate with directors and other stakeholders to gather input and align on goals
- Track project progress, upwards of 15 projects at a time, and oversee timely deliveries and adherence to, often quick, deadlines