

# kyrajwells

DESIGN & CREATIVE LEADER

kyrajwells.com | kyrajwells@gmail.com

## Leadership Experience

### Graphic Design Instructor, *Cuyahoga Community College* Aug. 2023-Present

Designed and implemented curriculum encompassing fundamental principles and techniques in graphic design

Leverage industry expertise to provide hands-on instruction in industry-standard software such as Adobe Creative Suite, equipping students with practical skills and knowledge essential for success in the field of graphic design.

Mentor and guide students through conceptualization, design process, and project execution, fostering their individual creativity and critical thinking abilities while nurturing a strong foundation in design theory and visual communication principles.

### President, *AIGA Cleveland* Nov. 2023-Present

Spearhead strategic vision and organizational leadership, driving initiatives for professional development, fostering community and collaboration, and advocate for the advancement of design professionals.

Oversee the development and implementation of innovative programs and events aimed at promoting design excellence, professional development, and networking opportunities for members by 20+ volunteers

Cultivated and maintained partnerships with industry stakeholders, educational institutions, and community organizations to amplify the organization's impact, expand its reach, and advocate for the value of design.

### Community Outreach Director, *AIGA Cleveland* Jan. 2021-Nov.2023

Oversee the planning and implementation of community outreach events

Connect and engage with local designers, potential partners, and sponsors

Manage team of 6 community outreach committee members

Facilitate team meetings and brainstorming identifying potential themes or topics for community centered events and initiatives

### Art & Design Dept. Advisory Board Member *Cleveland State University* Oct. 2023-Present

Contribute strategic guidance and industry expertise as an Advisory Board Member for the arts and design department, collaborating with faculty and administrators to provide insights and recommendations on emerging trends, best practices, curriculum development, program enhancement, and strategic planning initiatives.

### Vice President, *Young Professionals Resource Network* June 2023-Present

Lead and collaborate with team of 10 associates to create initiatives and programming for American Greetings young professionals.

### Program Lead, *African American Resource Network* March 2024-Present

Collaborate with external community partners to create programming and volunteer opportunities to engage associates at American Greetings.

Skilled creative professional with 8 years of diverse experience spanning **design, marketing, video production, art direction, and brand creative**. With a proven track record in creative conceiving, strategic thinking, and leadership. I bring a unique blend of skills to every project, ensuring innovative solutions that meet business and consumer needs.

## Creative Experience

### Creative Marketing Designer, *American Greetings* Jan. 2021-Present

Art Direction • Campaign Design • Social Media Content • Papyrus Brand Marketing

Translate business and marketing strategies into trend-forward creative assets, including advertisements, social media content, and promotional materials that help drive category engagement, sales, retention, and positive customer behaviors

Conceptualized and executed innovative marketing campaigns for **14 American Greetings and Papyrus brands**.

Cross-functional creative leadership and collaboration with **editorial division, photo studio, video production, social media manager, shopper marketing and freelance creative** for the development of compelling visuals that effectively communicate brand narratives and drive consumer engagement.

Identified and corresponded with freelance illustrators and designers for hire, assessing their portfolios and expertise to ensure alignment with project needs and brand aesthetics.

Provided detailed specifications, references, and sketches to freelancers, clearly outlining project requirements and expectations to facilitate accurate and timely deliverables.

Managed follow-up tasks, including invoicing and securing necessary legal transfer of work rights, to ensure seamless project completion and compliance with contractual agreements.

Lead designer for Walmart, Kroger, and Meijer Birthday Campaigns which supported securing business contracts

Seek opportunities to innovate creative on digital platforms through trend research and competitive analysis.

### Brand Manager, *Breakthrough Sounds Recording Studio* Jan. 2020-Present

Directed comprehensive brand strategy for a Breakthrough Sounds, overseeing brand development, brand creative, positioning, and messaging to enhance market presence and drive audience engagement across digital platforms.

Led cross-functional teams in the execution of integrated marketing campaigns, ensuring alignment with brand guidelines and objectives to maximize brand awareness, audience reach, and revenue growth.

Analyzed market trends, consumer insights, and competitive landscapes to identify opportunities for brand differentiation and innovation

### Designer & Media Producer *Act 3 Creative* Oct. 2017-Mar. 2020

Created a range of digital and print materials including websites, motion graphic videos, newsletters, flyers, and social media posts

Work closely with creative directors and clients to meet expected goals

Successfully managed and executed stages of conception, sketching, revisions and final hand-off to clients

Coordinate with printers producing quality deliverables

## Education

B.A. Graphic Design  
GPA 3.9 - Summa Cum Laude  
Cleveland State University  
May 2020

Associate Degree  
Visual Communication Design  
Cuyahoga Community College  
December 2017