

Kayla Marland

DIGITAL DESIGNER

CONTACT

404-583-5801
kaylamarland.com
kayla.marland@gmail.com

EDUCATION

Georgia Institute of Technology

Bachelor of Science
Industrial Design
2010 - 2014

WORK EXPERIENCE

DIGITAL DESIGNER @ THE HOME DEPOT

July 2016 - Present

Design a variety of layouts, illustrations, and typography elements in use across 20,000 unique product pages on homedepot.com as part of the newly-formed Digital Asset

Execution team

- Create cohesive and compelling visual designs that effectively communicated stakeholder goals and improved overall customer experiences
- Audit product page content for improvement opportunities
- Conduct qualitative research to identify needs and goals of the consumers on the site through product reviews, Q&As, and in-store interviews
- Create wireframes to test content assumptions and usability
- Develop standards, best practices, and processes for content creation.
- Cross-functional collaboration with Category Experience Team, Editorial Team, Project Managers, and Leadership

WEB DESIGNER @ COATS GROUP, PLC

October 2014 - July 2016

- Created, edited, and maintained content for B2C e-commerce site, RedHeart.com.
- Designed UI layout of B2B site, freespiritfabrics.com
- Maintain design of website, banners, affiliate sites and custom brand portals for company stakeholders.
- Produced wire frame specs, creative designs and layouts for online content
- Designed, developed and distributed HTML-based email marketing campaigns and monthly email newsletters (US and Canada) via What Counts/Publicaster
- Assisted the marketing team in producing digital materials such as advertisements, logos, and speciality web pages
- Created and edited speciality marketing web pages using HTML5 and CSS3 best practices.

GRAPHIC DESIGNER @ GEORGIA TECH ALUMNI ASSOCIATION

July 2012 - August 2014

- Developed and produced designs for print and online communication materials for use in publications and other visual presentations
- Worked with the Georgia Tech Student Alumni Association (GTSAA) marketing committee to develop and design promotional material for all GTSAA events
- Published weekly emails to all GTSAA members, and monthly emails to the entire Georgia Tech student body using Silverpop Email Marketing System.