

Kayla Marland

DIGITAL DESIGNER

CONTACT

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kaylamarland.com

404.583.5801

EDUCATION

Georgia Institute of Technology

Bachelor of Science

Industrial Design

2010 - 2014

SKILLS

Web Design

Graphic Design

Sketching

Wireframing

User Testing

Prototyping

User Flows

Information Architecture

TOOLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Invision

Axure

HTML

CSS

Microsoft Office Products

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 wireframe 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 specialty web pages
- Created and edited specialty 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.