

KAILA ELDERS

EXPERIENCE

Microsoft

Senior Production Designer

Seattle | September 2018 – Present

- Supported production needs during the busy holiday season
- Participated in development of style guides for campaigns such as Graduation and Spring sales

Amazon

Visual Designer

Seattle | May 2017 – August 2018

- Top performing designer on my team with ~2500 graphics in 10 months
- Implemented effective typography and colour theory to create graphics within 20+ different styleguides and brands
- Managed time and tight deadlines to produce a high volume of digital graphics in a short amount of time
- Acted as category lead and designer across several product categories for graphics in the US, Canada, and Mexico marketplaces

Buzzbee Marketing

Visual Designer

Seattle | March 2017

- Conceptualized and designed over 150 digital icons in under 15 days as part of a re-brand for Intel Security
- Coordinated with the art director, partner agencies, and client to refine cohesive and legible icons aligned with the updated brand

TAXI 2

Art Director Intern

Toronto, CAN | Summer 2016

- Developed ideas, concepts, and content for digital and print media, advertising campaigns, and social media spots
- Worked with a team of copywriters, account managers, creative directors, and project managers
- Presented work to clients such as Kraft Canada, Boston Pizza, Moosehead Brewery, and Advil

AMS Publishing & Copy Centre

Print Specialist

Kingston, CAN | September 2013–May 2014

- Operated commercial printer, wide format printer, laminator, cutting and binding machines
- Prepared files for print and made adjustments for print quality

SKILLS

Photoshop
Illustrator
InDesign
AfterEffects
Microsoft Office
Illustration
Print Production
Bilingual (English | French)

AFFILIATIONS

AIGA

- EMERGE Committee
- Women's Lead volunteer

EDUCATION

2014–2016

Humber College

Advertising &
Graphic Design

2010–2014

Queen's University

Bachelor of Arts Honours
English Literature

CONTACT

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