

kayla griffin gregg

CONTACT



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www.kaylagriffindesign.com

EDUCATION

2010 - 2014 **BFA IN GRAPHIC DESIGN**
Savannah College of Art and Design
Concentration in Packaging Design
and Branding

CAPABILITIES + SKILLS

PROFESSIONAL

Creative Direction
Team Management
Branding
Typography
Photography
Styling
Illustration

PERSONAL

Creative Thinker
Leadership
Jewelry Maker
Collaborative Spirit
Time Management
Fast Learner
Cheese Lover

EXPERIENCE

2019 - 2023 **DESIGN DIRECTOR** / Ruggable

Scaled the Graphic Design Team from 2 designers to 16 designers; fostering high performance targets (increasing output by ~200% YoY) while maintaining brand standards and employee health

Managed exceedingly complex campaign schedule across 3+ countries by routinely adapting team structure and onboarding external contractors

Built a project management system used by graphic design, post-production and social teams within Asana before offloading to Project Managers

Led company through two rebrands, working with external agencies

Worked to level-up Brand Awareness contributing to or directing events, gifting, product branding, packaging, and merch

Managed Social Media team (Nov 2020- January 2022) overseeing content and strategy for Instagram, Tik Tok, and Facebook

Oversaw strategy that led to 1M Instagram followers (42% increase MoM)

2014 - Now **FREELANCE ART DIRECTOR**

Art Directing and designing branding, packaging, web, social + video content for range of clients including Merit Beauty, Avaline Wine, Versed Beauty, Hi Note Seasoning, YouTube, Google, etc.

2015 - 2019 **ART DIRECTOR** / Clique

Oversee, concept and design branding and collateral for marketing initiatives including experiential + event design, consumer brands, podcasts, app launches, etc.

Managed and art directed graphic designers for College Fashionista and social-media only brand, Obsessee

Maintain brand standards across core brands, Who What Wear, Byrdie, MyDomaine

2013 - 2015 **BRAND DESIGNER** / One Love Organics

Responsible for the design and brand development of social, print, and web

Spearheaded a brand-wide redesign including packaging and website

Art Directed, Styled, and Photographed lifestyle photos