

Caylie G

Graphic Designer

CaylDesign.com

[Linkedin.com/in/caylie-gronwold](https://www.linkedin.com/in/caylie-gronwold)

CaylDesigns@gmail.com

[Instagram @cayl.designs](https://www.instagram.com/cayl.designs)

Skills

Creative Lead & Graphic Design
Logo Design
Print Design
Brand Development
Package Design
Web Design
Social Media Management
Content Creation
Web Development
Animation
Photography
Shopify
Website Management and Design
Collaboration Abilities
Customer Service
Detail-oriented
Time Management
Problem Solving
Adaptability
Adobe Creative Suite

Education

B.S in Graphic Design
Arizona State University
May 2024

Honors

Magna Cum Laude
Arizona State University
May 2024



Experience

Production Artist & Graphic Designer

Promo Plus, May '20 - Sept. '25

Product Vision & Strategy: helping conceptualize and execute logo designs, digital sketching, and company merchandise design, mockup presentations, vehicle wraps, large scale print banners and sign design

Printing & Accessory items: vinyl cutting and weeding, embroidery trimming, and heat pressing products

Digital Collaboration: setting up online shops, editing artwork for the sites, along with designing company websites for company merchandise and clients

Freelance Graphic Designer

Self-Employed March '20 - Current

Graphic Design: proficiency with design software like Adobe Creative Suite, having knowledge of typography, color theory, and layout design, understanding of print design specifications and file preparation for printing

Web Development: designing and building responsive, user-friendly websites with a focus on visual branding, clean layouts, and intuitive navigation

Problem Solving: addressing design challenges and finding innovative solutions, and adapting to feedback while making revisions as needed

Creative Lead & Graphic Designer

NFT Technology - Jolly Cannabis, Oct. '24 - March '25

Packaging & Layout Design: designing and developing packaging to align with brand identity and market trends

Marketing Management: creating engaging content for various platforms, ensuring consistency in messaging and visuals, like leading seasonal marketing campaigns from concept to execution, driving customer engagement

Website & Social Media Management: maintained and updated website content to enhance user experience and accuracy, along with tracking analytics while overseeing creative initiatives across multiple platforms to maintain brand consistency