**KYLE WINTERS**

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Seasoned graphic design professional with 10+ years of experience driving impactful brand development and design innovation across various industries. Recognized for expertise in creating cohesive brand guidelines, enhancing brand visibility, and fostering connections with diverse audiences. Proficient in leading cross-functional collaborations to craft captivating digital experiences and elevate brand recognition. Demonstrated success in spearheading brand evolution initiatives, consistently improving customer engagement and satisfaction metrics. Skilled in optimizing workflows, leveraging cutting-edge design tools, and implementing strategies to bolster brand identity and market presence.

*Technical Skills:* Acrobat | Animate | Creative Cloud | Excel | Figma | Illustrator | InDesign | Mac OS X | Outlook | PowerPoint | Premier Pro CC | Sketch | UX/UI | Windows 7/10 | WordPress | Word | XD

* Brand Development & Design
* Video Production & Editing
* Project Management
* Market Engagement
* Interactive Graphics
* Visual Storytelling
* Website Design
* User Interface Design
* Cross-Functional Collaboration
* Client Communication
* Digital Experience Design
* Marketing Campaign Management

**PROFESSIONAL EXPERIENCE**

**Visual Design Lead October 2022 – Present**

Institute for Corporate Productivity (i4cp) – Remote

* Architected comprehensive brand guidelines, unifying visual identities across platforms, and driving a noticeable spike in brand visibility and coherence, fostering a stronger connection with the audience.
* Led strategic brand evolution initiatives, harmonizing design innovation with cross-functional teamwork, resulting in a substantial elevation of brand recognition and resonance within the market landscape.
* Innovated the adoption of cutting-edge design tools and software, optimizing design workflows, and bolstering productivity, enhancing project efficiency, and delivering high-quality outputs consistently.
* Fostered collaborative synergy among marketing units, fostering a consistent brand narrative across diverse campaigns, fortifying brand uniformity and amplifying the impact of marketing efforts.
* Initiated visually immersive dashboards, websites, and email templates in collaboration with IT teams, igniting unprecedented user engagement through compelling digital experiences that resonate and captivate the audience.
* Contributed to successful cross-functional teams in various design projects, resulting in an increase in website traffic post-redesign and a boost in engagement metrics through strategic graphic overhauls.
* Implemented efficient collateral management systems, reducing production time and ensuring consistent representation across diverse marketing materials.
* Crafted comprehensive digital design strategies that enhanced user experiences, resulting in an increase in conversion rates and a rise in user retention.

**Graphic Designer (Contract) May 2022 – October 2022**

MoneyGram – Remote

* Achieved exceptional outcomes by orchestrating strategies that resulted in a significant upswing in website traffic and a remarkable enhancement in social media conversion rates, amplifying the brand's online presence and performance.
* Developed and implemented highly successful marketing campaigns across multiple platforms, driving a notable surge in customer engagement and interaction, contributing to the overall growth of the brand.
* Guided the conceptualization and execution of impactful design strategies, elevating brand visibility and customer loyalty through visually stunning marketing collateral, resulting in a substantial increase in brand awareness.
* Established strong partnerships with key regional contacts, enabling a deep understanding of marketing objectives, which led to the creation and approval of relevant, impactful creative content aligned with regional messaging.
* Spearheaded the adherence to Corporate Identity guidelines, consistently meeting brand standards while collaborating with stakeholders, resulting in an improvement in brand recognition and consistency across all materials.
* Developed and presented innovative creative solutions for approved briefs, resulting in an increase in campaign engagement across print and digital platforms.
* Executed campaign-oriented strategies, delivering impactful designs and artwork in multiple languages and platforms, ensuring brand compliance and consistency, enhancing global brand recognition.

**Graphic Designer (Contract) December 2021 – May 2022**

Meta – Remote

* Crafted compelling executive presentations enriched with innovative graphic elements, actively driving business goals.
* Created diverse project materials, including detailed process flows, comprehensive training modules, and impactful communications, substantially enhancing project outcomes and overall organizational efficiency.
* Managed multifaceted projects, ensuring clarity, and maintaining project momentum from initiation to completion.
* Steered engaging group discussions using visually stimulating content, effectively facilitating problem-solving sessions and aiding in swift decision-making processes.
* Developed and implemented innovative visual concepts in alignment with new brand guidelines, resulting in an increase in brand recognition across multiple business verticals.
* Collaborated closely with design strategy teams to troubleshoot and refine artwork, ensuring the seamless execution of creative solutions that met or exceeded project objectives.
* Supported and assisted Designers, Strategists, and leadership members, showcasing adaptability and teamwork while contributing to the successful implementation of design strategies across various projects and campaigns.
* Produced comprehensive documentation that streamlined design processes, resulting in a reduction in project turnaround time and increased efficiency within the design department.
* Demonstrated proficiency in delivering high-quality production files, contributing to an improvement in the final deliverable's accuracy and adherence to brand standards.

**Visual Designer (Contract) January 2020 – December 2021**

Trane – Remote

* Streamlined cross-functional collaboration methodologies, achieving a notable enhancement in team efficiency.
* Drove project execution by efficiently allocating resources and prioritizing tasks, resulting in a boost in team productivity that surpassed project milestones and objectives, ensuring successful project outcomes.
* Employed project management software effectively to enhance task assignment and tracking, resulting in a remarkable improvement in workflow efficiency and a substantial reduction in project delays, ensuring efficient project execution.
* Applied brand guidelines and creative principles to over 20 design projects, significantly strengthening brand recall.
* Produced engaging HTML5/animated ads for web and social media platforms, achieving a higher click-through rate.

**UX Designer (Contract) February 2021 – July 2021**

General Motors (GM) – Remote

* Directed digital UX endeavors, prioritizing scope, schedule, resources, and quality benchmarks, resulting in an increase in project efficiency and client satisfaction.
* Executed UX initiatives catered to user needs, surpassing project benchmarks and elevating user satisfaction.
* Championed transparent and proactive communication channels, ensuring stakeholders were regularly apprised of project advancements and adjustments, fostering cohesive teamwork and swift decision-making.

**Graphic Design Lead February 2018 – January 2020**

Road Ready Telematics – Southfield, MI

* Spearheaded the evolution of the telematics platform design by incorporating feedback and conducting exhaustive usability testing, resulting in a remarkable enhancement in user satisfaction ratings.
* Identified crucial areas for enhancement through comprehensive product design tests, leveraging advanced software tools, modeling techniques, and design systems, achieving a notable increase in customer retention rates.
* Oversaw strategic design initiatives that significantly amplified engagement and satisfaction levels.

**Graphic Design Lead January 2017 – February 2018**

Delphi Technologies – Troy, MI

* Directed company rebranding endeavors, facilitating the successful integration of refreshed brand identity elements.
* Amplified customer engagement, establishing a robust and resonant brand identity within the industry.
* Led strategic design initiatives, harmonizing brand standards across diverse marketing collateral.
* Implemented design strategies across art direction, trade booths, packaging, and app development.

**Graphic Designer December 2014 – January 2017**

Hino Trucks – Novi, MI

* Crafted diverse sales collateral, including impactful brochures, data sheets, case studies, presentations, and newsletters, with a focus on bolstering brand visibility and capturing new clientele.
* Orchestrated dynamic sales, marketing, and communication campaigns across multiple platforms, harnessing print, and digital mediums to amplify brand reach and drive remarkable sales growth.
* Innovated UX-centric design solutions in collaboration with internal and external teams, fostering a marked surge in web engagement and user interaction, ultimately optimizing online conversion rates.

**EDUCATION & CERTIFICATIONS**

**Bachelors Degree in Philosophy | Advertising | May 2016**

Central Michigan University – Mt. Pleasant, MI

**Certificate in Graphic Design | May 2011**

Minneapolis School of Design and Interactive Studies – Hopkins, MN

**Certificate in UI/UX Design | January 2019**

Springboard – San Francisco, CA