



KALEIGH MORAN CREATIVE DESIGNER

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570.575.9201

EDUCATION

Kutztown University of Pennsylvania

Kutztown, PA | May 2020

Bachelor of Fine Arts in Communication Design
Concentrating in Advertising & Interactive Design

SKILLS

Conceptual thinker able to adapt to a wide variety of media while utilizing wit to create clever solutions

Technical Skills

Adobe Creative Suite

HTML, CSS, SCSS, Javascript, and jQuery

InVision, Adobe XD, Microsoft Office, and Slack

Print Production

WordPress

Traditional Illustration

HONORS & ACHIEVEMENTS

Dean's List | 2016 – 2020

Honors Program | 2016 – 2020

GPA: 3.95

Summa Cum Laude

Dianne V. Dockery Advertising Award Nominee

KUCD Interactive Design Senior Award Nominee

RELATED EXPERIENCE

Interactive & Marketing Designer, Weidenhammer Creative

Allentown, PA | January 2020 – Present

- Assisted in web design projects by designing screens, entering content, creating style tiles, and optimizing image sizes
- Created, updated, and resized both digital and print ads for clients
- Animated logos and digital ads for clients and the company
- Transitioned from intern to part-time employee in March 2020

Graphic Design & Marketing Intern, The Honesdale National Bank

Honesdale, PA | May 2019 – August 2019

- Worked with Chief Marketing Director and graphic designer to conceptualize and execute marketing campaigns
- Contacted photographers and printers to get quotes and order services
- Designed bank newsletter and interior graphics for bank locations

KUCD Print Lab Monitor, Kutztown University

Kutztown, PA | August 2018 – May 2020

- Printed, engraved, and die cut items for students
- Logged and priced print jobs along with troubleshooting issues with student files

LEADERSHIP EXPERIENCE

Secretary, AIGA, Kutztown University

Kutztown, PA | August 2018 – May 2019

- Collaborated with the executive board to organize and execute events while strategizing budget use
- Transcribed minutes during weekly executive board meetings
- Composed emails through MailChimp

Font Fellows Uppercase, Kutztown University of Pennsylvania

Kutztown, PA | October 2018 – Present

- Served as a mentor to underclassmen through AIGA chapter mentorship program

VOLUNTEER EXPERIENCE

GenShe Conference, Kutztown University

Kutztown, PA | June 2019

- Worked on brand development for the conference as an independent study
- Assisted speakers and workshop leaders during presentations
- Set up and cleaned up food, signage, chairs, and tables

Honors Program, Kutztown University

Kutztown, PA | April 2018

- Designed program booklet for graduation ceremony

OTHER EXPERIENCE

Desk Receptionist Assistant, Dr. Martin J. Moran Sr, D.O.

Dupont, PA | May 2017 – Present

- Answered calls, took messages, and distributed them to staff members
- Scheduled appointments along with faxing, scanning, and filing documents