



Kylie Willet

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Technical Skills

Adobe Creative Suite



Microsoft Office



Awards

- 2025 Platinum Hermes Creative Award
- 2024 Gold Hermes Creative Award
- 2024 dotCOMM Honorable Mention
- 2022 MLS Digital Team of the Year
- 2021 MLS Retail Team of the Year
- 2017 MLS Digital Team of the Year

Leadership

- Guides creative direction for federal agencies and professional sports with data-driven impact
- Shapes brand evolution across digital ecosystems through metrics-informed strategies
- Champions visual strategies balancing clarity, creativity, and consistency

Graphic Designer

June 2023 - Pres.

DCG Communications

Remote

Collaborate closely with art directors and account teams to deliver high-impact creative solutions for federal clients including SBA, Department of State, Treasury, and key VA divisions such as Connected Care and Nursing Services

Leads and refines creative direction across print, digital, and motion, driving brand consistency and accessibility (508c) while adapting to project and client needs

Design and execute a spectrum of motion graphics in After Effects, including looping visuals and longer animations

Create and animate custom illustrations, introducing fresh visual assets that grow the brand while adhering to established guidelines

Perform advanced photo editing in Photoshop, including color correction, retouching, object removal, and image cleanup to deliver brand-aligned visuals

Manage complex federal proposal layouts in Microsoft Word, collaborating closely with senior leadership to ensure consistency, clarity, and accuracy

Facilitate regular check-ins with project teams and department leads, managing deadlines and ensuring timely delivery without compromising quality or creativity

Transform unformatted Word content and images into visually compelling, 508-compliant long-form documents that uphold brand integrity

Graphic Designer

Mar 2022 - Jan 2023

NP Digital

Remote

Produced organic and paid media assets for internal teams and external clients across a variety of industries

Worked closely with creative and paid media teams alongside clients to drive cohesive large-scale campaign execution

Ensured brand consistency across projects by applying and adapting brand guidelines

Translated complex, data-driven insights into engaging, easy-to-digest visual content

Designed and customized After Effects video templates for dynamic rich media and paid advertising

Managed overlapping client projects through proactive planning and prioritization

Integrated client and data-driven feedback to continuously refine design solutions

Digital Creative Manager

Nov 2018 - Mar 2022

Philadelphia Union

Chester, PA

Owned end-to-end creation of digital content, from brainstorming and concepting to final design and execution across social media and web

Directed digital brand strategy across digital channels, evolving the club's visual identity through 300-400 monthly content pieces tailored to platform-specific engagement

Developed and executed separate digital strategies across three major platforms spanning 500,000 followers

Collaborated across departments to develop content that balanced team KPIs with digital performance goals

Leveraged weekly and monthly analytics to drive content decisions and prioritize key KPIs

Created and executed social campaigns recognized by MLS as standout league-wide examples

Created and executed digital campaign strategy for the 2021 kit release, which became the Union's best selling kit and earned MLS Retail Team of the Year

Developed the brand voice and content strategy that laid the foundation for the club's 2022 MLS Digital Team of the Year recognition