



Kylie Willet

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309.738.1266

Lover of graphic design, photography, & good coffee

Wearer of many hats ranging from digital, print, and motion designer, digital strategy creator, brand voice builder, & paid/organic media specialist

Experience working in small shops, sports, digital agencies, & freelance environments

Technical Skills

Design Programs



Social Platforms



Education

Ashford University

Clinton, IA | 2007-2011
B.A. in Graphic Design

Graphic Designer

03/2022 - 01/2023 | NP Digital | Fully Remote

- Produced organic media & paid advertising collateral for a variety of internal stakeholders & external clients
- Collaborated with internal designers, paid media teams, & clients on large projects
- Interpreted, maintained, & executed designs within various client brand guidelines
- Visualized data-driven information in an appealing & clear way
- Created & edited video templates within After Effects for rich media & paid ads
- Balanced a variety of client projects & deadlines simultaneously
- Welcomed client & analytic feedback to influence future design choices

Digital Creative Manager

11/2018 - 03/2022 | Philadelphia Union | Chester, PA

- Designed all digital graphics for social media & website
- Assisted on graphics for email, digital ads, print media, & more
- Handled all ideation, creation, & execution of 300-400 content pieces each month across Twitter, Instagram, & Facebook
- Developed & executed separate digital strategies across three major platforms spanning 500,000 followers
- Collaborated with marketing, sponsorship, ticket sales, & community relations departments on ideation of content specific to department KPIs
- Guided the video, marketing, & design departments on creating engaging content
- Utilized weekly & monthly analytics to maintain priority KPIs
- Developed & executed league-highlighted examples of exceptional social media
- Developed the digital strategy that earned 2022 MLS Digital Team of the Year
- Created & 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

Junior Graphic Designer

02/2017 - 11/2018 | Philadelphia Union | Chester, PA

- Executed collateral designs to be used across print, digital, & web
- Worked directly with five departments on all creative needs
- Designed & created multi-million dollar partnership pitch decks
- Collaborated with the Creative Manager to develop visual branding guidelines for the social channels every year
- Worked with both MLS & USL teams on all creative needs
- Prepared files for outside vendors