

Kaitlyn Beck

Graphic Designer | Branding, Websites, and Print

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SUMMARY

I am a graphic designer with 12+ years of experience. I help businesses, from small start-ups to established brands, present themselves clearly through branding and the websites, print, and in-person materials that carry it.

I work collaboratively, keep communication clear, and stay focused on structure, brand consistency, and work that is easy to use.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

2015 TO PRESENT

Kaitlyn Beck Design

Designing brand-forward marketing materials, editorial layouts, and print collateral for businesses and creative entrepreneurs.

- Developed multi-page catalogues and brochures with strong editorial structure and flow
- Created custom visual branding systems for product lines and service-based businesses
- Specialized in print-ready layout design, typography styling, and visual hierarchy
- Consulted with clients to refine messaging, organize content, and improve storytelling through design

Freelance Designer and Project Consultation

JUL 2023 TO PRESENT

SocialSquared, Remote

Providing ongoing design support for editorial, marketing, and brand development projects, including the full product catalogue for Midhurst Granite.

- Designed multi-page editorial catalogues with layout systems, typography styling, and production-ready exports
- Created branded marketing materials, brochures, and promotional pieces across digital and print
- Collaborated with the in-house team to support client visuals across diverse industries
- Maintained consistency across brand systems, product campaigns, and platform graphics

Creative Director / Lead Designer

NOV 2020 TO JUL 2023

SocialSquared, Remote

Led the in-house design team and oversaw all creative direction for clients and internal brand assets, including marketing campaigns, social media, and online course materials.

- Directed brand strategy, content design, and visual storytelling across platforms
- Designed full digital brand kits, social templates, and client-facing deliverables
- Managed asset libraries and design systems for small business and non-profit clients
- Worked cross-functionally with content creators, strategists, and developers

Graphic Designer / Project Coordinator

2017 TO 2022

Thain Creative / Thanks!

Supported client brands through comprehensive design services and project management.

- Designed logo systems, brand identity guides, and print marketing collateral
- Created clean websites and landing pages built around clear calls to action
- Led client presentations and creative strategy sessions for new brand launches
- Balanced high-volume production deadlines with custom design detail and creative direction

Founder and Product Designer

2016 TO PRESENT

Enhance Purity

Built a holistic brand around essential oil-based products, with a focus on natural storytelling and customer experience.

- Designed complete packaging systems including labels, tags, and informational inserts
- Developed seasonal visual campaigns and e-commerce brand strategy
- Crafted a consistent earth-toned visual language for products and marketing
- Managed production logistics, visual merchandising, and vendor-ready file preparation

KEY STRENGTHS

- Brand consistency across digital, print, and packaging
- Website and digital page design that reflects the business behind it
- Editorial layout design with a focus on structure and readability
- Visual storytelling for print, packaging, and brand campaigns
- Independent project ownership with a collaborative process
- Creative problem solving from concept to execution

PROFESSIONAL SKILLS

- Brand identity development and rollout
- Web and digital page layout design
- Multi-page catalogue and brochure design
- Social and content marketing graphics
- Copy editing and information design
- Print production setup and quality control
- Typography systems and layout hierarchy
- Packaging and dieline-based design for print
- Creative direction and art direction support
- Internal file systems and handoff process management

TECHNICAL SKILLS

EXTREMELY PROFICIENT

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Canva

WORKING KNOWLEDGE

Figma, Adobe Lightroom, Adobe Premiere, Notion, Trello, Slack, Google Workspace, Microsoft Office

FILE TYPES

Print-ready PDFs, Dielines, Web graphics, Editable templates

WORKFLOW

Organized asset management, Style guides, Deliverable tracking

EDUCATION

Advanced Diploma, Graphic Design, with Honours. Georgian College, 2014 to 2017.

Grade of 93+.

AWARDS AND RECOGNITION

Marketing & Promotions Award Finalist. Barrie Chamber of Commerce, Oct 2021.

Finalist with SocialSquared.

Flags Unlimited Award. Georgian College, Dec 2016.

Presented to a student in the Graphic Design program who has demonstrated outstanding achievement in the program.

Graphic Design Scholarship Nominee. Georgian College, Jun 2016.

Nominated based on two consecutive semesters with superb averages.

Curry's Award of Excellence Scholarship. Georgian College, Dec 2015.

Presented to a Graphic Design student with a strong work ethic, a commitment to excellence, and consistently creative solutions of the highest calibre.

Graphic Design Scholarship Nominee. Georgian College, Jun 2015.

Nominated based on two consecutive semesters with superb averages.

Academic Honours Achievements. Georgian College.

GPA of 90% and higher for four consecutive semesters.