



KALYNN WOODWARD

Graphic Designer & Illustrator

Creative and detail-driven graphic designer with a strong foundation in illustration, typography, and multimedia storytelling expressed across branding, social media, and print.

EDUCATION

- **University of Colorado Denver** — *BFA, Digital Design*
Summa Cum Laude, GPA: 3.9/4.0 | May 2024
- **Stamps School of Art & Design, University of Michigan** — Ann Arbor, MI
Coursework toward Bachelor of Fine Arts | GPA: 3.75/4.0 | August 2019-May 2021

DESIGN EXPERIENCE

Public Information Assistant/Digital Designer

Derby Public Schools / August 2024-Present

- Lead the design and delivery of multimedia content across 13 social media channels, print, and web platforms, utilizing Canva, InDesign, Photoshop, and Procreate to elevate district messaging and strengthen brand identity.
- Produce engaging visuals for 13 social media channels; custom animated illustrations and high-impact visual campaigns (e.g., illustrated postcards of landmarks, chronic absenteeism awareness graphics).
- Film and edit 15 ongoing video content projects for websites, mobile apps, and district banners, enhancing district storytelling.
- Manage weekly content creation for Facebook, Instagram, and X—including photography, videography, and compelling copywriting—expanding audience reach to 12k Facebook followers, 3.2k X followers, and 2.9k Instagram followers.
- Ensure timely visual design updates for 13 websites, slideshow presentations, handbook templates, and forms; improved accessibility; presented on effective alt text; collaborate on 15 major print publications.

Graphic Design Intern

ElectraCast Media / December 2023-March 2024

- Created engaging social media content (e.g., Instagram Reels) to promote new podcast episodes, events, and video editing services.
- Designed custom podcast and playlist cover art using digital illustration and hand-lettering, ensuring brand alignment for diverse clients.
- Contributed to the development of various marketing materials, supporting overall brand visibility and audience engagement.

Graphic Designer/Graphic Artist

Freelance / June-August 2020

- Designed and developed a personal blog website (cristinaslabic.com) leveraging WordPress and custom CSS for a clean, responsive layout.
- Delivered multiple logo iterations and custom illustrations based on client feedback.

OTHER WORK EXPERIENCE

Chick-fil-a

Cashier / February-May 2022

- Provided efficient customer service, managed transactions, and maintained a clean and welcoming environment in a fast-paced setting.

University of Michigan Dining

Cashier / January-October 2020

- Delivered friendly and efficient customer service, accurately handled sales transactions, balanced cash registers daily, and maintained store presentation.

SKILLS

- Design Software & Skills: Adobe Photoshop (Certified), Illustrator (Certified), InDesign, After Effects, Premiere Pro; Figma, Procreate, Canva; Typography, Illustration, Hand-lettering, Branding.
- Web & Tech: Finalsite, WordPress, HTML, CSS.
- Art & Media: Intaglio, Screen Printing, Linocut, Risograph Printing, Garment Design.

HONORS/AWARDS

- University Honors, 2020, 2019; Dean's List, Spring 2023, Spring & Fall 2022, Fall 2021, Fall 2019.

PROFESSIONAL MEMBERSHIPS & DEVELOPMENT

Member, Kansas School Public Relations Association (KanSPRA).

- Attended 2024 Fall Conference (Wichita, KS) — topics: visual storytelling, community engagement.
- Attended 2025 Spring Retreat (Lawrence, KS) — topics: social media metrics, accessibility design.
- Completed courses in public relations and design communication.

REFERENCES

- Available upon request.