

KAYLA ZANGER

Art Director & Graphic Designer

ABOUT ME

I'm a driven creative who crafts moments that matter! With a passion for art direction, graphic design, and content creation, I bring a fresh perspective and a results-driven mindset to help brands tell their stories strategically and foster meaningful connections with their consumers. I'm excited to collaborate with a team that values creativity and community, driving purposeful and impactful work!

PROFESSIONAL EXPERIENCE

Community Relations Marketing Intern

City of Sterling Heights *May 2024 - May 2025*

- Managed the Fire Department's social media account, utilizing Adobe Creative Suite and Meta Business Suite. In the first 3 months, Facebook reach increased by 4,604%, and Instagram reach increased by 1,265%.
- Created a visual identity system for the Pathway to Play & Preservation millage and developed print materials such as brochures, voting flyers, and posters.
- Produced promotional materials across various departments, including an informational gazebo, a hiring event display, and supplementary social media content for the Police Department, Library, and more!

ADvance Program Participant

The Adcraft Club of Detroit *Jan 2025 - May 2025*

- Gained insights into key aspects of the advertising industry and career advancement strategies.

Youth Summer Playground Junior Leader

City of Sterling Heights P&R *Summer 2022 & 2023*

- Managed and oversaw developmental activities while leading and effectively de-escalating conflicts.

CONTACT

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Instagram: kaylazconcepts

SKILLS

- Campaign Ideation & Creation
- Social Media Marketing & Strategy
- Long-Form & Short-Form Content
- Marketplace & User Research
- Visual Identity & Brand Guidelines
- Commercial & Motion Design
- UI/UX Conceptual Based Design
- Photography & Videography
- Typography & Copywriting
- Analytics Performance Tracking
- Time & Project Management

TOOLS & TECH

- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Microsoft 365
(Word, Excel, PowerPoint, Outlook, Teams, OneDrive)
- Google Workspace
(Docs, Sheets, Slides, Drive, Meet, Calendar)
- Meta Business Suite
- Canva
- Figma

EDUCATION

College for Creative Studies

Bachelor of Fine Arts (High Honors)

Major: Advertising Design

Expected Graduation: May 2025

AWARDS

- President's List (2021-2025)
- Dean's List (2022-2025)
- AAFGF Scholarship (2025)
- Gold AAFGF Award (2025)
- Silver AAFGF Award (2025)
- Silver AAFGF Award (2023)