

KAYLA

ZANGER

Art Director
Graphic Designer

ABOUT ME

I'm a driven creative who crafts moments that matter. With a knack for strategic storytelling and a deep understanding of audience engagement, I bring a fresh, results-oriented perspective that leaves a lasting impression. I'm excited to add this energy to a team that values creativity and community, where I can contribute my skills to fuel meaningful work!

PROFESSIONAL EXPERIENCE

Community Relations Marketing Intern

City of Sterling Heights May 2024 - Present

- Managed the Fire Department's social media and strategically increased content engagement
- Designed a logo that visualized a citywide Pathway to Play & Preservation millage initiative effectively
- Produced promotional materials in multiple mediums for a variety of major city-wide events

Youth Summer Playground Junior Leader

City of Sterling Heights P&R Summer 2022 & 2023

- Managed, planned, and monitored the creation of schedules and developmental activities
- Performed roles in both leadership and conflict resolution by mediating and de-escalating matters

AWARDS

- CCS President's List Recognition (2021-Present)
- CCS Dean's Award (2022-2025)
- Silver American Advertising Award (2023)

CONTACT

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Website: kaylazanger.com

SKILLS

- Campaign Ideation & Creation
- Content Creation & Strategy
- Market & User Research
- Branding & Graphic Design
- Commercial & Motion Design
- UI/UX Design
- Photography
- Typography
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe Premiere Pro
- Microsoft 365
- Project & Time Management

EDUCATION

College for Creative Studies

Bachelor of Fine Arts (Honors)

Majoring in Advertising Design

Expected Graduation: May 2025

Center for Science & Industry

Concentration in Multimedia