

KAYLEE VAN HISE

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canoo.com/showroom | kayleevanhise.myportfolio.com | Please contact me for most recent confidential works

EDUCATION

B.S. Graphic Information Technology, Focus in Web Design and Development
Arizona State University

December 2020
Graduated *cum laude*

EXPERIENCE

Brand & Web Designer
Freelance Contract

January 2025
To present

- Working on a small team with Design Lead Richard Kim to develop comprehensive rebrand for LA-based food delivery robotics company including logo, brand identity, web, merchandise, and spatial design.

Web Designer
Canoo Technologies

February 2022 to
January 2025

- Worked closely under senior web designer to help lead end-to-end design and asset management of a unique 3D showroom website that managed budget restrictions with innovative static equirectangular images instead of a rendered 3D environment.
- Demonstrate adaptability and versatility, recognized through the receipt of the CEO Elite Performer Award, by embracing diverse challenges and roles including graphic design, multimedia design, UI/UX design, copywriting, and brand development.

Front End Web Developer
Ledge Design

February 2021 to
February 2022

- Designed and deployed mobile-first sites which have accrued over 100k pageviews, with up to 94% of viewers being smartphone users.
- Created branded print and digital outreach materials in the form of flyers, posters, and social media posts.

VOLUNTEER

Board of Directors: President, Social Media Design, & Marketing Strategy
South Coast Roller Derby League

April 2023
To present

- Leading a 501(C)3 nonprofit athletic league by overseeing operations, ensuring Board of Directors accountability, managing public relations, coordinating events and volunteers, maintaining league partnerships, and fostering positive, inclusive community through conflict resolution and policy enforcement.
- Leader in the development of new brand identity, including designing graphics for and sourcing suppliers of merchandise, reimagining online social presence, and updating all league official documents to reflect new brand values.

SKILLS & SOFTWARES

- Figma, Adobe Suite, Google Workspace, Microsoft Office, Mac, Windows, GitHub, Bitbucket, AWS, Jira
- jQuery, React, Bootstrap, JSON, Chakra, Midjourney, OpenArt AI, Stable Diffusion, DALL-E, ChatGPT
- Contentful, Squarespace, WordPress, Shopify