

Kailey Strack

Visual Designer | Photographer | Event Coordinator

Willis, TX 77318 | 936-697-1606 | cmcdesigns19@gmail.com |
Portfolio Link: <https://cmcdesigns19.wixsite.com/kstrack>

Introduction

Howdy! I am a member of the Fightin' Texas Aggie Class of 2019 at Texas A&M University. I studied Graphic, Interactive, UI and UX Design through the undergraduate Visualization program in the College of Architecture. While at A&M, I discovered a passion for photography and tourism. Within that passion, I went on to minor in Tourism Management and pursue certifications in Hospitality Management and Professional Event Management.

Education

BACHELOR OF SCIENCE | DECEMBER 2019 | TEXAS A&M UNIVERSITY

- Major: Visualization
- Minor: English, Tourism Management
- Certificates: Hospitality Management, Professional Event Management
- Related Coursework: Photography
- Study Abroad: Italy – Fall Semester 2017

ASSOCIATES | SPRING 2015 | LONE STAR COLLEGE

HIGH SCHOOL DIPLOMA | SPRING 2015 | WILLIS HIGH SCHOOL

- Graduated Summa Cum Laude (8 out of 422)

Experience

STUDENT MARKETING COORDINATOR | RECREATION, PARK, AND TOURISM SCIENCES | SEPTEMBER 2019 - PRESENT

- Graphic design and marketing. Responsible for social media, newsletters, department literature, videos, and marketing materials. Created everything from invitations to movie trailers.
- Creates graphics for Departmental holidays, events, social media, etc.
- Creates flyers for upcoming events and classes.
- Maintains and updates Departmental lobby slideshow; updated every two weeks.
- Manages Departmental Facebook, Instagram, and Twitter social media accounts on a daily basis.
- Redesigned 10 Departmental posters showcasing the RPTS degrees, certificates, and career paths.
- Redesigned the advising poster for the front desk.
- Created infographics for each certificate program within RPTS illustrating potential careers and salary information.
- Developing a Prospective Student booklet which highlights what RPTS is about and breaks down the programs within the Department. Going in depth on what the program is about, what professors and students are saying, pictures from happenings within that program, as well as career infographics.

- Creating semiannual newsletter that showcases what has happened within the Department over each semester, to include three interviews: current student, current graduate student, and one former student.
- Designed new unofficial logo to be used for special items. The logo encompasses images that visually represent the wide variety of research areas and careers within the RPTS Department, all in the shape of Texas.
- Developing a variety of marketing videos. One that represents the RPTS Department as a whole, breaking down what RPTS is, as well as, showcasing professors, students, and classes. The next video is a fun movie trailer to create hype for the Department and students.
- Works within set budget to meet Departmental marketing goals and objectives.
- Enhanced Departmental marketing promotional items (“swag”) by managing orders, centralized inventory, and aided in finding more environmentally friendly options.
- Created a new student congratulations on acceptance foldable which is a presentation of fun exciting photos and brief statements. A video version is also in development to be sent to those who get accepted as a transfer student.
- Acts as a Departmental photographer at Department events and RPTS classes. Post event, creates a graphic/collage exhibiting what occurred in a fun manner.
- Aids in editing Departmental website via WordPress software.
- Designs visual aids for the Departmental booth at College and University events.
- Communicates with individuals within the Department on input for projects.
- Implements design strategies, as well as, Texas A&M Brand in every project.

PHOTOGRAPHER | COLOR ME CREATIVE DESIGNS | 2016 - PRESENT

- Photograph a variety of events and happenings.
 - Jaime’s Wedding – Summer 2016
 - Parker 50th Wedding Anniversary Party – Fall 2016
 - Maternity Photoshoot – Winter 2016
 - Engagement Photoshoot – Spring 2018
 - Senior/College Graduation Photos – Fall 2018, Spring 2019
- Customized photographs per client request such as the subject holding a photo of their younger self or a quote or graphic added onto the image.
- Produced photo videos for clients showcasing their event.
- Edit photos as necessary using Adobe Photoshop and Lightroom.

EVENT COORDINATOR & GRAPHIC DESIGNER | TEXAS YOUTH SUMMIT | SEPTEMBER 2018 – JUNE 2019

- I was hired as part of a team to host an event for the Texas Department of Health & Family Services for a Youth Summit. The purpose of the Summit was to bring in teens between the ages of 13-17 that are located in high risk communities for a 4-day conference to teach them that their community does not define who they are and to just let them have some fun.
- Created 3 different T-shirt designs.
- Designed 2 different logos with many iterations of each to be used in different circumstances (long version, simplified, colored, black & white).

- Created an interactive, colorable nametag for the event which had 7 different iterations for staff, counselors, YAC Reps, chaperones, participants, guest speakers, etc. Each tag included a schedule, passwords, emergency contacts, and more vital information.
- Produced an extensive variety of graphics for activities, sessions, guest speakers, spotlight, day wrap ups, hype, and more. For photo graphics I would create watermarks and photo overlays.
- Designed summit booklet highlighting staff, YAC Reps, guest speakers, vital information, and more.
- Created opening session and banquet programs highlighting speakers and order of events.
- Managed social media on a weekly-daily basis.
- Designed signage for direction, outside of buildings, room schedules, counselor groups, sites, food, drinks, and tables.
- Produced hype videos and gifs for the event.

EDITOR | WILLIS HIGH SCHOOL YEARBOOK | SEPTEMBER 2013 - JUNE 2015

- Designed spread layout, as well as, coordinated and created content for the yearbook.
- Designed section opener spreads which featured photographs, questionnaires, paragraph descriptions, and interviews with students.
- Conducted student interviews for content.
- Captured photos at events that were used for content.
- Designed promotional posters encouraging students to purchase a yearbook.

HISTORIAN | WILLIS HIGH SCHOOL CHOIR | MAY 2013 – MAY 2015

- This position was created for my skill set.
- Photographed events and Activities hosted by Willis High School Choir.
- Managed their official social media account daily, post 2-3 times a week.
- Created collages post event to showcase highlights from each event.
- Created the yearly t-shirt design for the choir department for the entire choir, varsity choir, officers, and polos.
- Created end of the year videos highlighting concerts, fundraising, events, and fun moments that occurred throughout the year.
- Created posters and flyers for concerts and trips.

Training

TAMU COMMUNICATIONS SUMMIT | CONFERENCE | SEPTEMBER 2019

- Attended a conference on ways to communicate with your audience and how to go about it effectively.

GRAPHIC DESIGN STUDIO | VISUALIZATION | FALL 2016 - FALL 2019

- Learned how to develop a brand and techniques for effective design.

UI/UX DESIGN VERTICAL STUDIO | VISUALIZATION | FALL 2018

- Created an idea and developed it through research, iterations, as well as, physical and digital prototyping.
- The focus of this studio was to learn how users experience and interact with products and designs.

PRINT MAKING, TRADITIONAL, & GRAPHIC DESIGN | ITALY STUDY ABROAD | FALL 2017

- Learned the process of print making as well as creating/carving print plates.
- Explored traditional medias as well as mixed medias.
- Branded a wine bottle and promotional poster.

DIGITAL & FILM PHOTOGRAPHY | VISALIZATION | SPRING 2016, SPRING 2017, FALL 2017









- Learned how to shoot manually on a DSLR Camera and how to capture a variety of different types of photographs such as landscape, abstract, HDR, portraits, long exposure, etc.
- Studied film while abroad. Learned how to shoot and film.

INTERACTIVE DESIGN VERTICAL STUDIO | VISUALIZATION | SPRING 2017




- Produced an educational installation-based project with a team. This studio provided the lesson of factoring in how individuals interact with a design.

Skills

ADOBE CREATIVE SUITE

- Illustrator 
- Photoshop 
- Premiere 
- AfterEffects 
- XD 
- InDesign 
- Audition 
- Lightroom 

MICROSOFT OFFICE SUITE

- Word 
- PowerPoint 
- Excel 
- Publisher 

PHOTOGRAPHY

- Studio & Field Experience
- Able to Shoot Manual
- DSLR – Canon Rebel T3i
- Film

Awards & Nominations

BONFIRE REMEMBRANCE SHOW

- Artwork shown in a Bonfire Remembrance Show hosted by artist Benjamin Knox in Fall 2015.

VIZ SHOW

- Had work chosen by professors for seven end of the year shows.

- Works showcased include: traditional media, sculpture, print making, photography, graphic design, and animation.

INTERACTIVE SHOWCASE

- Created interactive installations.
- Spring 2017 – Science installation on how the moon effects the Earth’s tides.
- Spring 2018 – VR Experience of “painting” with clouds inside of a hot air balloon.

ITAL-ART

- Works displayed at the Santa Chiara Study Center in Castiglion Fiorentino, Italy in a showcase that was open to the public in Fall 2017.
- Had photography, print making, traditional drawing, mixed media, and graphic design showcased.

VIZ-A-GOGO

- Submission only art show that takes place in May in Downtown Bryan in Bryan, Texas.
- Works shown in 2017, 2018:
 - 2017 – Two Photographs, one long exposure, the other experimental (poked holes through a picture I took of a dandelion and backlit it inside of a shadowbox).
 - 2018 – Black and white film photograph of a fellow student and a panel of a four piece print I created of a flower.

Attributes & Abilities

SOCIAL MEDIA MANAGEMENT

- I have been managing social media accounts for organizations and businesses since 2013.

ATTENTIVE & VERSATILE

- I have a very good attention to detail and can usually spot when something is off. I am able to adapt to any situation or activity.

COMMUNICATION

- I will listen to what is being said as well as pitch in any ideas or feedback when necessary. I am able to take, as well as, give constructive criticism and am kind in delivering criticism.

MULTI-TASKING

- I am able to work on multiple projects at once.

GOOD TIME MANAGEMENT

- I am very good at balancing assigned work and have never missed a deadline.

PATIENT & KIND TOWARDS OTHERS

- Many may not be proud to claim this or think of it as a big deal. However, I believe that character says a lot about a person. I am a kind, loyal, and very patient person who will listen to what is being said.