

KIERRA (KIA) BYRD

GRAPHIC AND WEB DESIGNER

(803) 873-7707 |

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[Portfolio](#) | [LinkedIn](#)

Charlotte, NC |

EDUCATION

Bachelor of Fine Arts, Major in Visual Communication

Winthrop University

Rock Hill, SC | Aug 2019 – May 2022

AWARDS AND RECOGNITIONS

- **2021 ArtsWinthrop Gala Recipient**
 - **National Society of Collegiate Honors**
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WORK EXPERIENCE

Townsquare Interactive | Senior Web Designer Jun 2022 – Present

- Produces websites using company software, Duda, from basic-level to high-profile packages for a more curated experience.
- Proficient in HTML, CSS, jQuery, Adobe Photoshop, and other online design resources for design asset edits and creation of additional branding material.
- Actively troubleshoots and refines UI/UX design for different media/mobile platforms.

Beautify Your Brand and Co. | Senior Graphic Designer Jun 2022 – Present

- Leads in creating visually compelling, user-friendly websites, branding and other digital graphics that align with client brand guidelines and standards.
- Manages and organize projects simultaneously
- Creates assets and visuals for the company's social media platforms for an online visual presence.
- Collaborates with company CEO and clients to offer strategic input expertise.
- Utilizes WIX, Adobe Photoshop and Adobe Illustrator concurrently with Figma, Adobe After Effects, HTML and CSS.

Residence Life, Winthrop University | Graphic Designer 2021 – 2022

- Utilized Adobe Illustrator and Adobe Photoshop for the creation of event posters, social media visuals and advertising material for Winthrop's Residence Life Department.
 - Recreated a new social media brand every year within Winthrop University branding guidelines
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TECHNICAL SKILLS

Adobe Photoshop
HTML
Adobe Acrobat
Duda
Photography
Asana

Adobe Illustrator
CSS
Microsoft Word
Freshdesk
Behance
Notion

Adobe InDesign
jQuery
Microsoft Excel
AWS
Slack

Adobe After Effects
Figma
WIX
Bluehost
Microsoft Teams

OTHER SKILLS

Print Design
Typography

UI/UX
Package Design

Brand Management
Wireframing

Social Media
Website Design