

KAILYN KOHLER

GRAPHIC DESIGNER

CONTACT

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EDUCATION

JAMES MADISON UNIVERSITY, HARRISONBURG, VA

B.F.A. Graphic Design, Minor in Illustration

Dean's List

President's List

3.925 GPA

DIGITAL SKILLS

Adobe Photoshop

Adobe Indesign

Web Design

Adobe After Effects

Adobe Illustrator

Figma

Adobe Lightroom Classic

Product Photography

Event Photography

Illustration

Video Creation

LEADERSHIP AND ACTIVITIES

COMPETITIVE CHEER (12 YEARS)

- Oakton Varsity Cheer, Head Captain
- The 2022 Cheerleading Worlds Participant

NATIONAL CHARITY LEAGUE

- Class Treasurer
- Bronze Presidential Volunteer Service Award

CORE YOUNG LEADERS

- Built leadership skills by leading hands on service
- Projects with other youth and community leaders during the pandemic.

EXPERIENCE

GRAPHIC DESIGN INTERN

Thompson Hospitality | May 2025 - Jan 2026

- Designed digital and print assets for 15 distinct restaurant brands.
- Supported a restaurant opening with branded signage, menus, and promotional materials.
- Created print collateral to support on-site marketing strategies.
- Developed motion graphics and animations to enhance digital engagement.
- Maintained brand consistency while adapting designs to diverse brand identities.

LAYOUT & GRAPHIC DESIGNER

The Reston Letter | June 2024 - Present

- Discuss social media and marketing strategies with team to promote our newspaper.
- Works with clients to design advertisements for print and social media.
- Creates complex layout design for three sections of the paper.
- Design and update media kit when staff or pricing changes occur.
- Photograph special events for use on social media and for print.

SERVER AND HOSTESS

Makers Union: Pub for the People | May 2023 - Aug 2024

- Demonstrate ability to interact with customers in a friendly and professional manner.
- Prioritize multiple tasks in dynamic environment while staying calm and composed.

EVENT PHOTOGRAPHER

Core Foundation | Aug 2018 - Aug 2022

- Utilized digital cameras to take photographs and videos during events.
- Captured detailed images of event attendees and activities for promotional use.