



Kayla Brasher

BRAND & GRAPHIC DESIGNER

SKILLS

Design Software:

- Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, After Effects

Web & UI:

- WordPress, Figma, HTML, CSS

Marketing & Content:

- Digital advertising, content creation, social media management

Productivity Tools:

- Google Docs, Sheets, Slides; Microsoft Word, Excel, PowerPoint

CONTACT

- 📞 425-221-2023
- ✉️ kayla@kaylamakes.com
- 📍 Cary, NC
- 🌐 kaylamakes.com

EDUCATION

Wake Technical
Community College
2023-2026

Associate of Applied
Science (AAS) –
Advertising & Graphic
Design

DESIGN EXPERIENCE

FOUNDER AND GRAPHIC DESIGNER

Kayla Makes | The Little Journal Club

- Designed brand identities, marketing materials, and digital content for two creative brands
- Created graphics and layouts using Adobe Illustrator, InDesign, and Photoshop
- Built and maintained WordPress websites with a focus on branding consistency and usability
- Produced and edited photo and video content using Premiere Pro and After Effects
- Managed social media content, scheduling, and engagement across multiple platforms
- Developed digital marketing campaigns and promotional materials
- Analyzed performance metrics to improve content and engagement strategies