

KADY HAGEN

GRAPHIC DESIGNER & ILLUSTRATOR

I am a dedicated graphic designer and illustrator with a passion for creating compelling artwork and cohesive designs that resonate with consumers. My experience includes developing integrated campaigns across print, digital, and web channels to deliver impactful and engaging results.

CONTACT

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📍 Minneapolis, Minnesota

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WORK EXPERIENCE

Senior Graphic Designer

Bullseye Media | January 2022 - Present

- Assist in leading the Graphic Design and Social Media teams.
- Design large-scale print materials, including catalogs, menus, and trade show displays.
- Develop visual tones and layouts for cohesive, team-wide campaign execution.
- Collaborate with company executives to design pitch decks for prospective clients.
- Create and implement email marketing campaigns with coordinated social media, print, and digital materials.
- Layout UX/UI designs for the web team to transform into functional websites.
- Perform minor photo editing, including compositing, color correction, and image enhancement.
- Design apparel and patterns for company swag and promotional materials.

Graphic Designer

FUN.com | September 2017 - October 2021

- Created and implemented a new brand mascot for FUN.com.
- Assisted in developing the company's first email marketing campaigns.
- Designed engaging marketing emails, website updates, and corresponding social media advertisements.
- Developed UX/UI layouts for both FUN.com and HalloweenCostumes.com.
- Illustrated and designed costume apparel, photorealistic patterns, fashion blazers, knit sweaters, and repeat patterns.
- Collaborated with the Marketing team to create infographics, illustrations, and printable materials.
- Worked with the executive team to design presentations and pitch decks for potential brand collaborations.
- Performed minor photo editing, including compositing, color correction, and photo manipulation.

Internship to Contract Graphic Designer

Tastefully Simple | June 2015 - August 2017

- Designed engaging marketing emails, homepage updates, and social media advertisements.
- Created and printed all materials for the annual conference.
- Updated spreadsheets and printable materials for consultant use.

EDUCATION

Animation and Illustration Techniques

Minneapolis College of Art and Design | 2016 - 017

Associate in Applied Science, Communication Art and Design

Alexandria Technical and Community College | 2014 - 2016

SKILLS AND TOOLS

Adobe Creative Suites
Microsoft Software

E-Mail Marketing Design
Social Media Design

Organization
Detailed-Oriented

Self-Management
Team Management

ACHIEVEMENTS AND AWARDS

Den of Geeks Publication | "The Evolution of Captain Marvel" Infographic | 2020

Judge's Choice Award | American Advertising Awards | 2016

(4) Gold AAF Awards | American Advertising Awards | 2014 - 2016

(5) Silver AAF Awards | American Advertising Awards | 2014 - 2016