

Kaitlyn Batista

Graphic Designer

Education

Advanced Diploma Graphic Design

George Brown College, Toronto Canada

Work Experience

United Way 2024

Marketing Coordinator

- Assisted with creating Marketing materials such as Signage, Programs, and Social Media for an annual Golf Tournament.
- Designed advertisements to be issued in InHalton, and Hamilton Spectator. Additionally created Advertisements to be issued in a local event flyer.
- Conducted research on new social media and digital marketing trends to enhance the organization's strategies.

Big Brothers Big Sisters Toronto 2023

Freelance Graphic Designer

- Created visually appealing one-pagers utilizing provided content and adhering to brand guidelines.
- Developed two distinctive logos for brand events, along with corresponding poster designs.

Kinētik Health + Performance 2023

Freelance Graphic Designer

- Developed and executed a brand identity for Kinētik, including the creation of the company's logo, selection of color palette, and typography choices.
- Designed a range of marketing materials, such as invoice templates, posters, business cards, and social media graphics, as well as window decals for the Kinētik clinic.

Epigram 2023

Contract Graphic Designer

- Assisted in designing Brochures, Menus, Social Media Assets, and Advertisements for various clients.
- Maintained organized files and documentation, ensuring seamless project hand-offs, efficient workflows, and accessibility to key design assets for both current and future projects.

United Way 2021-2023

Freelance Graphic Designer

- Designed one-pager templates using given branding materials.
- Created 2022 United Way Halton & Hamilton Older Adults Resource guide and Personal Record Booklet.
- Designed Social Media Graphics for Business award event including award winner social media packages.
- Designed event Certificates, ensuring files were print-ready.

Contact

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Portfolio

kaitlynbatista.com