

Kierrah Byrd

kierrahbyrd.work
kierrahbyrd@gmail.com
(720) 453 - 5350

EDUCATION

B.S. IN GRAPHIC DESIGN, 2017 - 2020
Portland State University

GRAPHIC DESIGN EXCHANGE, 2019 - 2020
University of the Arts, London

PROFILE

Colorful minimalist and music-oriented, graphic designer skilled in research, community building, and campaign design looking to gain experience while putting this into practice.

SKILLS

Adobe Illustrator	HTML
Adobe Indesign	CSS
Adobe Photoshop	CMS/Drupal
Adobe After Effects	Motivated
Adobe Premiere Pro	Adapatability
Figma	Time Management
Zoom/Teams	Communication
Asana	Analytical
Google Suite	Leadership
MyEmma	Multi-tasking
Microsoft 365	

EXPERIENCE

DIGITAL STRATEGIST & SOCIAL MEDIA MANAGER
Oregon Secretary of State (Present)

- Create, manage, and lead social media strategy for 20+ agency social media platforms
- Design promotional and informational materials
- Conducted internal audit of OregonSOS overall social media presence and developed comprehensive social media strategy (e.g., market analysis, personas, audience, goals)
- Analyze and interpret data into designs; create digestible branded materials (e.g., OSBA Annual Report, Ways and Means Budget Deck, and Legislative Session Collateral)
- Connect with 4 public-facing divisions and comms specialists to manage day-to-day communications for the Oregon Secretary of State social media platforms and internal comms collateral

MARKETING GRAPHIC DESIGNER | Center for Public Service (2017-2020)

- Conducted focus groups to empower underrepresented communities by increasing diversity in marketing campaigns
- Develop creative strategies for over 100 brand materials (e.g., postcards, flyers, posters, and website/social media marketing), while working closely with over 15 department programs leads
- Design for 100+ guest department events (e.g., CPS Gala and Torch Awards Plaques)
- Lead design team and onboarding

GRAPHIC DESIGN INTERN | Period (2019)

- Created and managed access to promotional materials for social media platforms for more than 400 chapters, while creating 300 chapter logos in 9 months
- Analyze and interpret data into designs; create digestible branded materials (e.g., PERIOD Annual Report, Deck, and Brochures)
- Developed and led an inclusive Pride Month strategy for Instagram, designed the most engaging post, with 6,131 likes

GRAPHIC DESIGN INTERN | CDBaby (2017 - 2018)

- Created branded material (e.g., email banners and DIYMusician magazine layout) that reached more than 650,000 musicians
- Designed marketing materials in 3 different languages, while assisting in developing the 20th-anniversary marketing campaign
- Promoted diversity and inclusivity into the platform's marketing to draw in a new audience