

Kaila Aaron

Graphic Apparel Design | Illustration | Brand Design

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Location: New York, New York

SUMMARY

Creative and detail-oriented designer with 5+ years of experience in apparel graphics, surface pattern design, packaging, and brand storytelling. Skilled in both digital and hand-rendered illustration, with a passion for building thoughtful, expressive visuals across print and digital platforms. Experienced in working cross-functionally on fast-paced, collaborative creative teams. Actively seeking a graphic design role in the apparel or lifestyle space.

SKILLS & TOOLS

Design & Illustration: Adobe Illustrator, Photoshop, Procreate, InDesign, After Effects, Premiere Pro, Figma, Canva

Surface Design: Seamless repeat creation, placement prints, color separations, pattern design, textile layout

Rendering: Hand-drawn motifs, digital painting, gouache, ink, pencil, mixed media

Color: Pantone color matching, seasonal palettes, fabrication-appropriate color stories

Presentation & Collaboration: Microsoft PowerPoint, Google Suite, Zoom, Slack, team critique environments

Trend Awareness: Market research, visual storytelling, cultural relevance, moodboard creation

Other: Basic motion design, branding systems, typography, print production, packaging

EXPERIENCE

Lynx & Co. – Graphic Designer

Remote | Philadelphia Pennsylvania–based team | Aug 2025 – Present

Collaborate with senior designers to ensure brand consistency, accuracy, and timely delivery of creative materials. Provide design support for digital and print projects, including layouts, branded graphics, and production assets.

CLYDE – Graphic Designer

Remote | Washington, D.C.–based team | Jan 2025 – Present

Develops branded social content, marketing materials, and visual systems for advocacy organizations and startups. Crafts consistent tone and visual identity across platforms in fast-paced digital environments.

The Pivot Group – Graphic Designer

Remote | Washington, D.C.–based team | Apr 2024 – Nov 2024

Produced print and digital assets for political campaigns and progressive causes, including direct mail, social graphics, and branding elements. Translated complex messaging into clear, compelling design under tight timelines.

HOMAGE LLC – Jr. Graphic Apparel Designer

Hybrid | Columbus, Ohio | Jun 2022 – Aug 2022

Designed licensed apparel graphics for NFL, NBA, and college teams. Delivered trend-aware, vintage-inspired visuals while maintaining brand and licensing integrity. Collaborated with product and marketing teams across categories.

Trident x SCADpro – Textile Design Intern

Savannah, GA | Mar 2022 – Jun 2022

Developed original repeat prints and hand-drawn motifs for a children's bedding collection. Applied color palettes and created seamless surface designs with production feasibility in mind.

North High Brewing Co. – Graphic Designer

Hybrid | Columbus, Ohio | Apr 2021 – Nov 2021

Created packaging and poster designs using hand illustration and digital refinement. Delivered print-ready assets aligned with brand voice and campaign needs.

Selected Clients & Projects: DC Comics, Angela Alsobrooks, BLACKPAC, Orlando Magic, Grateful Dead, The Chicago Bears, Fresh Beauty, The Pivot Group, National Task Force on Election Crises, North High Brewing Co., GPSIA, Conferences for Women National branch, Stamm Development Group

EDUCATION

Savannah College of Art and Design, 2023

B.F.A. in Illustration & Graphic Design