

Kaila Aaron

Graphic Designer | Brand Systems • Illustration • Apparel & Surface Design
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Location: San Francisco Bay Area, California

SUMMARY

Graphic designer with 5+ years of experience creating brand systems, visual campaigns, and product graphics across apparel, advocacy, and consumer brands. Combines illustration and strategic design thinking to translate complex ideas into compelling visuals. Experience working with mission-driven organizations, consumer brands, fast-paced, cross-functional teams delivering print, digital, and product-ready assets. Relocating to the San Francisco Bay Area and seeking a mid-level design role.

SKILLS & TOOLS

Surface Design & CAD: Seamless repeats, engineered layouts, placement prints, size scaling, color separations

Design Software: Adobe Illustrator, Photoshop, InDesign, Procreate

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

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

Trend Development: Market research, moodboards, print storytelling, youth market trends

Team Collaboration: Google Suite, Slack, Zoom, critique environments

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

EXPERIENCE

Somerled Designs –Graphic Designer

Remote | Salt Lake City, Utah–based team | Feb 2026 – Present

Designs logos and internal brand collateral for a range of clients, creating cohesive visual assets that support organizational communication and identity. Develops concept-driven mark systems and applies them across presentations, templates, and operational materials, delivering production-ready files that balance clarity, consistency, and visual impact in fast-paced workflows.

Lynx & Co. – Graphic Designer

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

Partners with senior designers to uphold brand standards and ensure timely delivery of cohesive visual materials. Contributes to digital and print projects through layout design, branded graphics, and production-ready asset development.

CLYDE – Freelance Graphic Designer

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

Designs cohesive visual systems and campaign assets for advocacy organizations and startups, creating branded social content, marketing materials, and digital graphics that communicate complex ideas clearly. Collaborates with cross-functional teams in fast-paced environments to maintain consistent visual identity across platforms while delivering high-quality work under tight timelines.

The Pivot Group – Graphic Designer

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

Produced high-volume print and digital design for political campaigns and mission-driven initiatives, including direct mail, social media graphics, and branding elements. Translated complex messaging into accessible visual communication while managing rapid-turnaround deliverables in collaborative, deadline-driven production environments.

HOMAGE LLC – Jr. Graphic Apparel Designer

Hybrid | Columbus, Ohio | Jun 2022 – Aug 2022

Created licensed apparel graphics across major sports and entertainment brands, balancing original illustration with strict brand and licensing guidelines. Developed trend-informed concepts and production-ready artwork while partnering with product and marketing teams to deliver commercially viable designs aligned with brand strategy.

North High Brewing Co. – Freelance Graphic Designer

Hybrid | Columbus, Ohio | Apr 2021 – Nov 2021

Designed packaging, posters, and promotional materials that blended hand illustration with digital refinement to support brand campaigns. Delivered print-ready assets aligned with brand voice while collaborating with stakeholders to translate creative direction into polished visual outcomes.

Selected Clients & Collaborations: DC Comics, Angela Alsobrooks, BLACKPAC, Orlando Magic, Grateful Dead, The Chicago Bears, 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