

Kaitlin Vander Wal

Summary

Graphic designer and illustrator with 14+ years of experience creating advertising, editorial, promotional, and digital materials. Strong background in production design, typography, layout, visual hierarchy, and Adobe Creative Suite, with experience managing multiple projects, tight deadlines, client communication, revisions, and final production. Diploma in Digital Art & Design with additional experience in motion graphics, video editing, and web content.

Experience

GRAPHIC DESIGNER · ILLUSTRATOR · MOTION DESIGNER Freelance | 2012–Present

Clients include Wetaskiwin Hospital Foundation, Silver Servers and Pinsomnia Designs.

- Wetaskiwin Hospital Foundation: Expanded the Foundation's mascot, Captain Care, from a single illustration into a set of reusable poses. Sketched in Procreate and rebuilt as vector artwork in Illustrator for posters, web, social media and events.
- Silver Servers: Storyboarded, animated and voiced a promotional video for the Website in a Day service, built in Illustrator and After Effects around the company's squirrel mascot. It became one of the company's main marketing pieces.
- Pinsomnia Designs: Animated two logo stings in After Effects for the enamel pin brand, including a character animation of its mascot, Pikari, with a recorded vocal.
- Self-initiated work: Design and animate original characters, logo concepts and short films using frame-by-frame animation, After Effects, Moho and Procreate, including character sheets with turnarounds and expression studies.
- Manage each project from concept through final delivery, including timelines, revisions and client communication.

DESIGN & ADMIN COORDINATOR Kamloops Film Society | 2023–2024

- Created newsletters, presentations, promotional materials, and marketing assets.
- Maintained visual consistency and brand standards across communications.
- Coordinated promotional requests while managing multiple deadlines.
- Collaborated with staff and volunteers on events, marketing, and project coordination.

ADVERTISING & PRODUCTION DESIGNER Kamloops This Week | 2014–2018, 2022–2023

- Designed advertising and promotional materials for print publication while managing multiple deadlines.
- Worked with clients to develop visual materials meeting project requirements and publication standards.
- Managed production from initial design through final publication.
- Maintained accuracy, consistency, and quality control across high-volume production work.

DISPATCHER

Don's Auto Towing | 2023–Present

- Coordinate communication between customers, RCMP, repair facilities, insurance companies, and drivers.
- Manage multiple service requests simultaneously while adapting to changing priorities.
- Maintain accurate records and communicate time-sensitive information in a deadline-driven environment.

CUSTOMER SERVICE & SOCIAL MEDIA ASSISTANT Surplus Herby's | 2019–2022

- Assisted customers with purchases, product inquiries, and day-to-day operations.
- Created social media content and assisted with promotional campaigns.

DESIGN & TECHNICAL SKILLS

Design:

Graphic Design · Digital Design · Editorial Layout
· Typography · Visual Hierarchy · Composition

Adobe:

After Effects · Illustrator · Photoshop · InDesign
· Premiere Pro · Acrobat

Animation & Illustration:

2D Animation · Character Design · Motion Graphics
· Vector Illustration · Digital Illustration · Video Editing
· Visual Storytelling

Additional:

Project Management · Client Communication · Creative Collaboration · Deadline Management · Production Coordination · Moho

THOMPSON RIVERS UNIVERSITY Diploma in Digital Art & Design | 2012

Portfolio: deadlydarling.art