

KAITLIN MCGOOGAN

• visual designer •

ABOUT ME

Creative and detail-oriented Visual Designer with a passion for branding and digital media. Equipped with a Masters of Arts in Interactive Media, I bring expertise in graphic design, multimedia production, and digital marketing. Proficient in industry-standard software such as Adobe Creative Suite, I am committed to creating engaging, visually appealing designs that resonate with diverse audiences.

EXPERIENCE

Freelance Design

March 2019 - Present

Kaitlin McGoogan Designs

- Founded and managed a freelance design and photography business, delivering high-quality branding solutions.
- Designed custom logos and marketing materials for startup businesses.
- Utilize Adobe Creative Suite to create polished visual assets.

Graphic Designer

January 2022 - May 2024

Creative Resolution, Elon University

- Developed marketing materials for various university departments.
- Collaborated with graphic design team to spearhead marketing advertising for university.
- Worked with vendors to coordinate social media campaigns.

Content Creator

April 2022 - May 2024

Elon Throws

- Managed and produced content for the Elon Women's Track and Field Throwers Instagram page.
- Developed innovative content strategies to increase engagement and showcase athletic achievements.
- Created visually compelling media to enhance audience interaction.

Project Manager

October 2023 - January 2024

Barbados Red Cross, Elon Interactive Media

- Led cross-functional teams through all project phases, ensuring efficient collaboration.
- Maintained detailed project documentation, including meeting notes and evaluations.
- Implemented quality control processes to uphold high standards in deliverables.

Content Creator and Digital Asset Manager

June 2023 - August 2023

Elon University Athletic Communications Dept.

- Created visual content to enhance the athletic department's branding and social media presence.
- Established a streamlined file management system for digital assets.
- Captured and edited photos of practice sessions and events for use in future marketing and social media campaigns.

PERSONAL DEVELOPMENT

Track and Field Student-Athlete

August 2019 - May 2024

University of North Carolina at Charlotte and Elon University

- Committed approximately 30 hours per week to training, meetings, travel, and competitions while maintaining a full course load.
- Selected as a US Track & Field & Cross Country Coaches Association (USFTCCCA) All-Academic athlete for the '20 - '21, '21 - '22, and '22 - '23 seasons.
- Developed strong work ethic, goal-setting, and commitment.

EDUCATION

Elon University

Master of Arts,
Interactive Media

Elon University

Bachelor of Arts, Major in Art,
Minor in Communications

SKILLS

Branding & Visual Identity

Content Creation

Project Management

Adobe CC

Canva

Figma