

# KADY HAGEN

DESIGNER • ILLUSTRATOR

## CONTACT

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Minneapolis, MN

[LinkedIn](#)

## EDUCATION

A.A.S.

Communication Art and Design

**Alexandria Technical  
and Community College**

2014 - 2017

Alexandria, MN

## SKILLS & TOOLS

### Adobe Creative Suite

*Photoshop, Illustrator, InDesign,  
Acrobat, and Lightroom*

### Microsoft Software

*Word and Powerpoint*

### E-Mail Marketing Design

*Hubspot, Mailchimp, Drip,  
Constant Contact, and Zoho*

### Workplace Organization Tools

*Monday.com, Slack, Google  
Workspace, Microsoft Teams*

### Illustration Programs

*Procreate*

Social Media Design

Catalog and Print Design

Detailed-Oriented

Self-Management

Time-Management

I am a highly motivated Graphic Designer and Illustrator with nine years of experience in e-commerce and fast-paced media agency environments. I'm passionate about creating exceptional design solutions and fostering strong, collaborative relationships that drive meaningful results.

## WORK EXPERIENCE

### Freelance Graphic Designer and Illustrator

**Self Employed | October 2021 - Present**

- Collaborate with clients on their brand or design visions.
- Develop visual tones and layouts for client review.
- Design engaging illustrations or designs, staying up to date with trends.
- Maintain scheduling for myself and client needs.

### Senior Graphic Designer

**Bullseye Media | January 2022 - April 2025**

- Assist in leading the Graphic Design and Social Media teams.
- Design large-scale print materials, including catalogs, menus, and trade show displays.
- Develop visual tones and layouts for cohesive, team-wide campaign execution.
- Collaborate with company executives to design pitch decks for prospective clients.
- Create and implement email marketing campaigns with coordinated social media, print, and digital materials.
- Layout UX/UI designs for the web team to transform into functional websites.
- Perform minor photo editing, including compositing, color correction, and image enhancement.
- Design apparel and patterns for company swag and promotional materials.

### Graphic Designer

**FUN.com | September 2017 - October 2021**

- Created and implemented a new brand mascot for FUN.com.
- Assisted in developing the company's first email marketing campaigns.
- Designed engaging marketing emails, website updates, and corresponding social media advertisements.
- Developed UX/UI layouts for both FUN.com and HalloweenCostumes.com.
- Illustrated and designed costume apparel, photorealistic patterns, fashion blazers, knit sweaters, and repeat patterns.
- Collaborated with the Marketing team to create infographics, illustrations, and printable materials.
- Worked with the executive team to design presentations and pitch decks for potential brand collaborations.
- Performed minor photo editing, including compositing, color correction, and photo manipulation.

### Intern/Contract Graphic Designer

**Tastefully Simple | June 2015 - August 2017**

- Designed engaging marketing emails, homepage updates, and social media advertisements.
- Created and printed all materials for the annual conference.
- Updated spreadsheets and printable materials for consultant use.