

# Hello!



## Contact

651.261.0162  
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TaylorRaeDesign.com

## Skills

Branding  
Package Design  
Web Design  
Content Creation  
E-Commerce  
Advertising  
Video Editing  
Production Design  
Painting

## Software

Illustrator  
Photoshop  
InDesign  
Premiere Rush  
Keynote / Power Point  
Word  
Mailchimp  
Excel  
Wix  
Amazon Marketing

## Fun Facts

Minnesota Sports Fan  
Celebrity & Athlete Portrait Artist  
Vinyl Collector  
Traveler  
Fashion Lover  
80s Music Enthusiast

# Taylor Rae Hillestad

GRAPHIC DESIGNER | ST. PAUL, MN

## Experience

### GRAPHIC & WEB DESIGNER : 2014 - PRESENT

**Creative Laboratories, Inc. - Full Time**  
Eagan, MN

- Designing and managing package designs, branding, advertisements, brochures, store displays, and promotional materials for a range of global beauty, health, and haircare brands.
- Producing social media content, product photography, and designing websites.
- Managing brand guidelines and applying them across various design platforms, as well as formatting packaging and promotional materials for print.

### FREELANCE GRAPHIC DESIGNER & ARTIST : 2014 - PRESENT

**Taylor Rae Art & Design**  
St. Paul, MN

- Developing logos and merchandise designs for national musicians, and store branding for businesses.
- Creating original style acrylic portraits for a variety of clients and organizations.

### GRAPHIC DESIGN INTERN : 2014

**The New Programme**  
Kansas City, MO

- Designed materials for non profit organizations that advocate Kansas City as a friendly bicycling community. These include logos, poster, and social media promotional designs.

### EDUCATION PRODUCTION ARTIST INTERN : 2013

**Aveda**  
Blaine, MN

- Managed designs for global education and branded materials for Aveda salons, retail stores, institutes, and special events.

## Education

### BFA IN GRAPHIC DESIGN : 2010 - 2014

**Kansas City Art Institute**  
Kansas City, MO

## Awards

**AIGA KANSAS CITY**  
A10 Award : 2014

**KANSAS CITY ART INSTITUTE**  
Presidential Merit Scholarship : 2010 - 2014

Tschichold Award for significant growth & transformation during the 2013 design year

Deans List : 2011-2013

### FOLLY THEATER

Poster design chosen to be displayed for the James Carter Organ Trio concert in downtown Kansas City : 2012

### SCHOOL OF THE ART INSTITUTE OF CHICAGO

Scholarship to attend the School of the Art Institute of Chicago summer program : 2009