

Taylor Rae Hillestad



GRAPHIC DESIGNER | ST. PAUL, MN

Professional Graphic Designer with over 12 years of experience developing and managing a variety of brands and packaging for major retailers and salons.

TaylorRaeDesign.com

taylorraehillestad@gmail.com

EDUCATION

KANSAS CITY ART INSTITUTE

2010-2014
BFA in Graphic Design

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO

Summer 2009
Early College Program

EXPERTISE

Package Design
Production Design
Branding
Web Design
Social Media
Product Photography
E-Commerce Content
Advertising
Video Editing
Mockup Design

SKILLS

Illustrator
Photoshop
InDesign
Lightroom
Mailchimp
Wix
Keynote
PowerPoint
Word
Amazon PDP and A+

EXPERIENCE

SENIOR GRAPHIC DESIGNER: 2014 - PRESENT

Creative Beauty Brands
St. Paul, MN

Designs and manages branding, packaging, advertisements, in-store displays, brochures, and promotional materials for a range of global beauty, health, and haircare brands.

Develops branded presentations, social media campaigns, and e-commerce content that enhance engagement and brand recognition.

Applies brand guidelines across multiple platforms; prepares final artwork for print with expert knowledge of production processes and file setup.

FREELANCE GRAPHIC DESIGNER & ARTIST: 2014 - PRESENT

Taylor Rae Art & Design
St. Paul, MN

Develops logos, branding, and apparel designs for national musicians and businesses.

Creates 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 included logos, poster, and social media 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.