

Kyle Shook

Graphic Designer

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Professional Summary

Brand designer experienced in building visual identities for small businesses, from logo development through full marketing systems. Seeking to bring research-driven, storytelling-led design to a results-focused team.

Experience

• The UPS Store

Sales Associate

Louisville, KY

July 2022-Present

- Supported customers with shipping, returns, point-of-sale transactions, and initiated package claims
- Provided wide-format printing, packaging, mailbox, notarization, and shredding services.
- Applied print-production knowledge to ensure accurate, polished customer materials.

• Millennial Studio

Marketing & Design Intern

Jeffersonville, IN

November 2025-June 2026

- Partnered with small-business owners to turn brand strategy and audience insights into a revised visual identity systems.
- Developed 12 marketing plans and design assets.
- Managed social and web channels to grow reach, attract clients, and evaluate performance data.

• CASU African Grill

Brand Designer

Lexington, KY

October 2021-May 2025

- Developed a cohesive visual identity for CASU African Grill to translate the owner's business goals into a customer-facing brand story.
- Produced 15 marketing materials to build local recognition and engagement with the targeted audience.

• City of Windy Hills

Publication Designer

Louisville, KY

May 2021-December 2022

- Designed and edited nine quarterly community newsletters, improving layouts for readability among senior audiences.
- Collaborated on proof reviews and delivered print-ready files to newsletter co-chair for community-wide distribution.

Education

• University of Louisville

Bachelor of Fine Arts, Graphic Design

3.9 GPA

Summa Cum Laude

2025

• Jefferson Community & Technical College

Associate in Applied Science, Communication

Arts Technology

3.8 GPA

2021

Core Competencies

- Proactive in leading design assignments
- Imaginative and creative on projects
- Enthusiastic and motivated
- Detail-oriented with strong visual judgment
- Proficient at research
- Innovative in creative problem-solving

Skills

- Adobe Creative Cloud
- Photography
- Figma
- Brand Identity Systems
- Miro
- HTML & CSS
- Typography
- Social Media
- Illustration
- User Experience
- Motion Design
- Publication Design

Awards

- Best Logo Design, Kentucky Advocacy Summit, 2025
- Dean's Scholar, University of Louisville, 2024
- Daniel Stewart Design Scholarship, Hite Institute of Art & Design, 2023
- Dean's List, University of Louisville, 2022 and 2023
- Gold CATTY Award, Logo Design, CAT Juried Student Show, 2020

