

kalana white

art director

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[linkedin](#)

EDUCATION

University of Texas at Austin
Bachelors of Science, Advertising
Texas Creative Sequence

Minor, Business Foundations

SPECIALTIES

Advertising Art Direction,
Copywriting, Typography,
Photography, Details

Life Human FAQ section, Canoes,
Religiously watches reality shows,
Constantly observes surroundings,
Dislikes whipped frosting, Always
hiking, Hopes to powerwash a
sidewalk one day

SKILLS

Adobe Illustrator, InDesign,
Photoshop, Premiere Pro, After
Effects, Sketch, Figma, Outlook,
Word, Excel.

Extras Creative brief, SWOT
Analysis, SPSS, Qualtrics, Design
thinking, Google suite, event
planning

AWARDS

4A's MAIP Alum

CERTIFICATIONS

Project WILD Certified to teach
little kids about nature!

Wilderness First Aid Certified
in October 2023

Leave No Trace

Ask me about my hiking +
camping + backpacking trips!
Fave: Snowshoeing at Mount Rainer.

EXPERIENCE

Digitas, Chicago

July 2022 – Current • Art Director

ALDI (organic + paid social, homepage, email, display, OLV + little things in between)

Edelman, New York

January 2021 – July 2022 • Junior Art Director

Unilever Tea (TAZO, Pukka, + Lipton), Unilever Ice Cream (Breyers, Good Humor, Klondike, Magnum ice cream, Talenti, and Popsicle), Ajinomoto, eBay, HomeGoods + support on health accounts.

Campbell Ewald Creative Pathways Fellowship

September 2020 – November 2020 • Creative Fellow

An intensive eight-week virtual program that created a space to expand individual network and portfolio development opportunities in order to provide better knowledge of agency life.

Swift Agency Flight School Night School 2.0

July 2020 – August 2020 • Art Director

Working with a copywriter to create a spec campaign for Redbox.

Texas Creative

January 2019 – May 2020 • Art Director • Mentor

Concept, communicate, and create a full advertising campaign for a brand or product with a partner. Worked on four different campaigns simultaneously. Mentored two students.

January 2020 – May 2020 • Events Department Head

Managed a group of seven to organize and facilitate the production of department-wide events.

McKinsey & Company Design Studios

January 2019 - May 2019

Used design strategy to find a solution to reduce recycled waste. Project in Qualitative Design Studio course taught at McKinsey.

INVOLVEMENTS

Eastern Sierra Conservation Corps

August 2023 • Women in Wilderness

Eight day backpacking trip to learn backpacking skills and trail work. Backpacked over 20 miles across the Inyo National Forest + Ansel Adams Wilderness. (And made some cool friends with six sweet women + four amazing leads!)

Texas State Park Ambassador

April 2023 – October 2023 • Big Bend Ranch State Park

Spend time helping out around the park with trailwork, social media, tabling, and set up/break down events.

Longhorn Stream Team

September 2018 – May 2020

Record and collect water quality data by paddling Texas rivers. Data gathered enters a database to ensure conservation efforts.