

# Kalana White

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## EXPERIENCE

Digitas // Chicago, IL

Art Director (July 2022 - Current)

- Lead ideation, brainstorming, concept development, and design execution for digital campaigns for ALDI across organic/paid social, display, and web.
- Direct and mentor a team of art directors and designers while establishing digital style guides and QA'ing brand standards on various verticals.
- Optimize quality control and revision processes through strategic and data-driven feedback.
- Partner and collaborate with cross-functional teams to deliver compelling creative, presenting work to key stakeholders and agencies of record.

Edelman // Manhattan, NY

Junior Art Director (January 2021 - July 2022)

- Designed print materials including invitations, brochures, PR packaging and digital assets such as social, decks, and banners for brands like Unilever Tea (TAZO, Lipton, Pukka), Breyers, Klondike, Magnum ice cream, eBay, and HomeGoods.
- Played a key role in brainstorms and present concepts to cross-functional client teams.
- Managed file preparation and print production to ensure high-quality vendor output.
- Cultivated and managed productive relationships with external partners, vendors, and freelancers through projects.

4A's Multicultural Advertising Intern Program (MAIP)

Art Director Intern (June 2020 - August 2020)

- Selected for MAIP's highly competitive 22-week virtual engagement program, designed to provide hands-on experience and professional development in the ad industry. Gained practical expertise while placed at an agency, collaborating on real-world projects and building creative solutions within a dynamic team environment.

University of Texas at Austin, James Turrell

Skyspace Gallery Attendant (Jan 2020 - May 2020)

- Delivered engaging presentation on the Skyspace. Managed the daily light show check-in.

Texas Creative // Austin, TX

Art Director and Events Department Head (January 2019 - May 2020)

- Concept, communicate and create a full advertising campaign with a partner for a brand or product. Worked on four different campaigns simultaneously. Mentored two junior members, fostering their professional growth and contributing to their development.

## EDUCATION

The University of Texas at Austin

Bachelor of Science in Advertising, Minor in Business Foundations

## SKILLS

Creative: Art direction, graphic design, advertising campaigns, branding, creative briefs, typography, deck design, strategy, copy editing, photography, print collaterals

Digital: Social media content, homepage design, email marketing, digital illustration, organic social, paid social, banner design

Print: File preparation, prepress setup, vendor collaboration, file package exporting

Programs: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Box, Canva, Sketch, Figma, Google Suite, Microsoft Office (PowerPoint, Word, Teams, Sharepoint)

Technical Skills: Detail-oriented, organization, collaboration, design principles, listener, note-taker, risk-taker, diligent time management, interpersonal skills, problem solver, quality assurance

## CERTIFICATIONS & TRAINING

Wilderness First Aid, Leave No Trace, Project WILD

## LEADERSHIP & SERVICE

ExploreAustin, Trip Leader (October 2024 - Current)

- Led outdoor adventures to empower youth from economically disadvantaged communities, fostering confidence, leadership, and resilience. Facilitated activities such as backpacking, climbing, and canoeing while ensuring safety and skill development. Collaborated with mentors to translate experiences into life skills, supporting personal growth in participants.

4A's MAIP, MAIP Mentor (2024 - Current)

- Bi-weekly/monthly one-on-one virtual meetings with a MAIP Fellow, providing guidance by sharing insights from their professional journey, assisting with goal-setting, and offering feedback on the Fellow's talent eBook, which included revising resume, portfolio, and website.

Emerging Professionals in Conservation, Hill Country Conservatory (2024 - Current)

- Expanding knowledge of environmental conservation, hiking, and volunteering within the Texas Hill Country and its preservations.

Eastern Sierra Conservation Corps, Women's Backpacking Trip (2023)

- Gained advanced outdoor skills like backcountry navigation, camp setup, and trail work.

Texas State Parks Ambassador, Big Bend Ranch State Park (2023)

- Assisted with outreach, events, photography, and conservation efforts.

Longhorn Stream Team, University of Texas at Austin (2018 - 2020)

- Collected data on water quality by kayaking Texas rivers to support environmental protection and monitoring. Data sent to the Meadows Center for Water & Environment.

## PROJECTS, EXHIBITIONS & PRESENTATIONS

Design Discovery, Harvard Graduate School of Design (2024)

- Completed a three-week program learning about Design within the realm of Architecture, Landscape, and Urban Planning + Design. Created a portfolio of these disciplines and presented work to a panel group.

McKinsey & Company Design Studio (2019)

- Using design strategy and human design to find a solution to reduce recycled waste. Project in Qualitative Design Studio course taught at McKinsey by their staff.