

Kaia Schultz

Graphic Design
Creative Direction
Photography/Videography

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Experience

11.2023-Present

Invisible Dynamics
Graphic Designer
Collaborated closely with the Creative Director on 360° campaigns, assisted with development and early concepting while shaping pre-production through storyboarding, selecting props, lighting, and talent, and building shot lists and social rollout strategies. Assisted in post production oversight by editing videos, helping curate selects, and giving feedback on retouching to ensure the final product aligned with campaign creative goals. Supported agency social media content and management, designed concept mocks and helped build winning pitch decks, contributed to project visual curation—pulling swipe, references, and inspiration to help craft strong creative worlds. Worked across various design projects, from web to campaign visuals, bringing a sharp eye for storytelling and aesthetics.

09.2023-11.2023

Propaganda Creative
Junior Graphic Designer
Collaborated with design team as an intern to create social media and print advertisements, product labels, and web designs. Contributed to photo/video projects, product photography and campaign commercials. Designed social posts for instagram and facebook for various clients. Actively participated in creative meetings, gaining strong ideation and teamwork skills.

05.2017-Present

Freelance Art Director / Designer
Collaborated with clients across music, sports, and lifestyle industries to develop brand-aligned creative—ranging from marketing materials and social media content to posters, album art, and campaign visuals. Produced and edited video content, including promotional videos, reels, and behind-the-scenes footage. Managed multiple projects simultaneously, meeting tight deadlines while ensuring high-quality execution and client satisfaction through clear communication and feedback. Delivered finalized designs and print ready files, maintaining organization, confidentiality, and creative integrity throughout the process. Built and sustained a strong professional network.

Education

Otis College of Art And Design
Los Angeles, California
BFA in Communication Arts
Emphasis in Graphic Design
Minor in Advertising

Skills

Proficient in:
Photoshop, Illustrator, After Effects,
InDesign, Lightroom, Figma, Canva,
Pinterest, Copywriting, Advertisement
Design, Digital Marketing Strategy,
Photography, Videography, Social Media
Content Creation, Visual Curation &
World-Building for Campaigns/Product

Familiar with:
Blender, Glyphs, HTML/CSS, Framer