

KAYLA HUGHES

New York, NY | She/ Her

EDUCATION

Fordham University, Bronx, NY

B.A. New Media and Digital Design, Minor in Visual Arts, GPA: 3.7

Relevant Coursework: Digital Production, Logos, Branding, and Presentation, User Experience Design, Graphic Design & Digital Tools, Ecology for Designers, Visual Thinking, Digital Photography, Creative Coding

Awards & Honors: Dean's List 2021 - 2025

PROFESSIONAL EXPERIENCE

Brand Identity Intern | August 2024 - December 2024

Koinonia Farms | New York, NY

- Redesigned brand identity, creating cohesive logos and motifs for digital, print, and retail platforms.
- Collaborated with cross-functional teams to enhance efficiency, using creative briefs and mockups.
- Facilitated client meetings to develop modernized branding solutions aligned with company vision.

Visual Strategy Intern | January 2024 - May 2024

Bronx Documentary Center | Bronx, NY

- Developed research-based strategies to enhance digital presence, focusing on social media and website content.
- Created original templates for print and digital media, ensuring brand consistency across all channels.
- Made & presented a comprehensive 60-page media strategy for the board to optimize outreach and engagement metrics.

UX/ UI Intern | January 2024 - May 2024

Fordham University | New York, NY

- Conducted market research and user interviews to create detailed user journey maps.
- Designed UI wireframes for college application guidance aimed at assisting first-generation college students

ADDITIONAL EXPERIENCE

Coffee Shop Manager | February 2023 - October 2023

787 Coffee | New York, NY

- Enhanced customer experience by optimizing store layout and visual merchandising.
- Achieved sales targets by implementing effective promotional strategies.
- Designed weekly signage and Instagram Stories to boost brand awareness and engagement.

Server/ Bartender | May 2021 - January 2023

The Grey Dog | New York, NY

- Developed strong interpersonal skills by engaging with a diverse clientele, being mentioned in over 15 5-star Google reviews.
- Promoted seasonal specials, contributing to increased sales and customer retention.

SKILLS & REFERENCES

Skills: Adobe Creative Suite, Google Suite, Aesthetics, Written and Verbal Communication, Problem-Solving, Time Management, Customer Service, Collaboration, Web Design, Mockups, Sprout, Wix

Languages: English (Fluent), Spanish (Conversational)

References: Shane Knight (shaneknight@democracyatwork.info), Ralph Vacca (rvacca@fordham.edu), Gabriel Hernandez-Solano (gabrielalfonso11@gmail.com)

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