

PORTFOLIO

Caylie Hausman

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SKILLS

- Book/Book Cover Designs
- Brochures, booklets, documents, etc.
- Blogs
- Copywriting
- Presentation Design
- Social Media Content Creation
- Social Media Management
- Social Media Planning

RESUMÉ

RATES

ABOUT

My name is Caylie. I'm passionate about **crafting brand materials that are centered around humans**. From start to finish my favorite part of the job is **creating something that works for you**.

Skilled in creating engaging visual designs, social media content, branding strategies and copy. I will step in as **a freelancer to fill in where your brand needs it**, so that your marketing materials are the best they can be—from copy to social media graphics.

That means no AI, or overdone tropes, but **unique work that will work for your brand for a long time, and stand out against the competition**.

Books, Brochures, Long-form Type, & Presentations

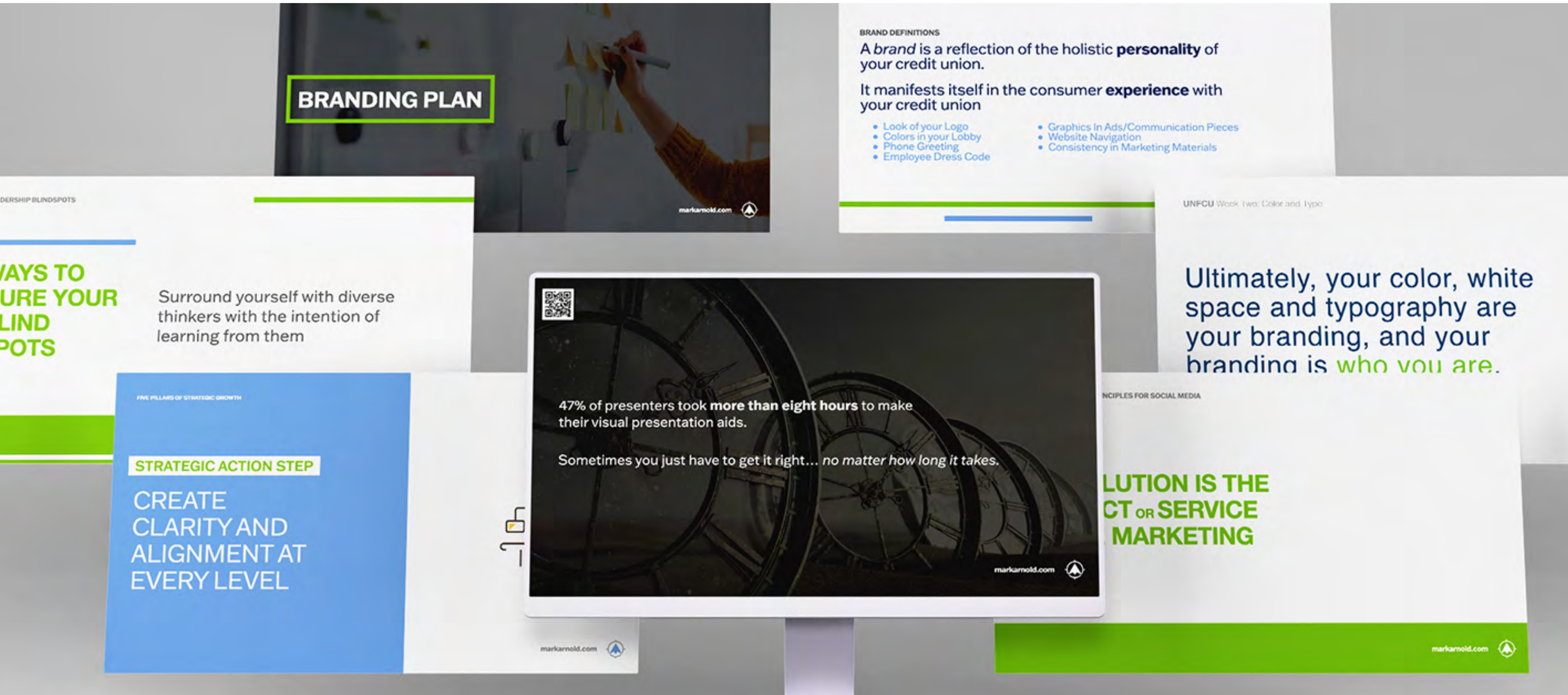
OTMS Presentation Design

Project Story

From 2021 to 2023 I worked full-time for a small marketing and consulting agency creating the presentations that the CEO or other company speakers would present.

Together, with the project manager, we created a system to update every presentation OTMS would present to clients, future clients or otherwise. Over my time at OTMS every presentation was updated into a more modern and graphic style that expressed where the company was looking to go rather than where it had been.





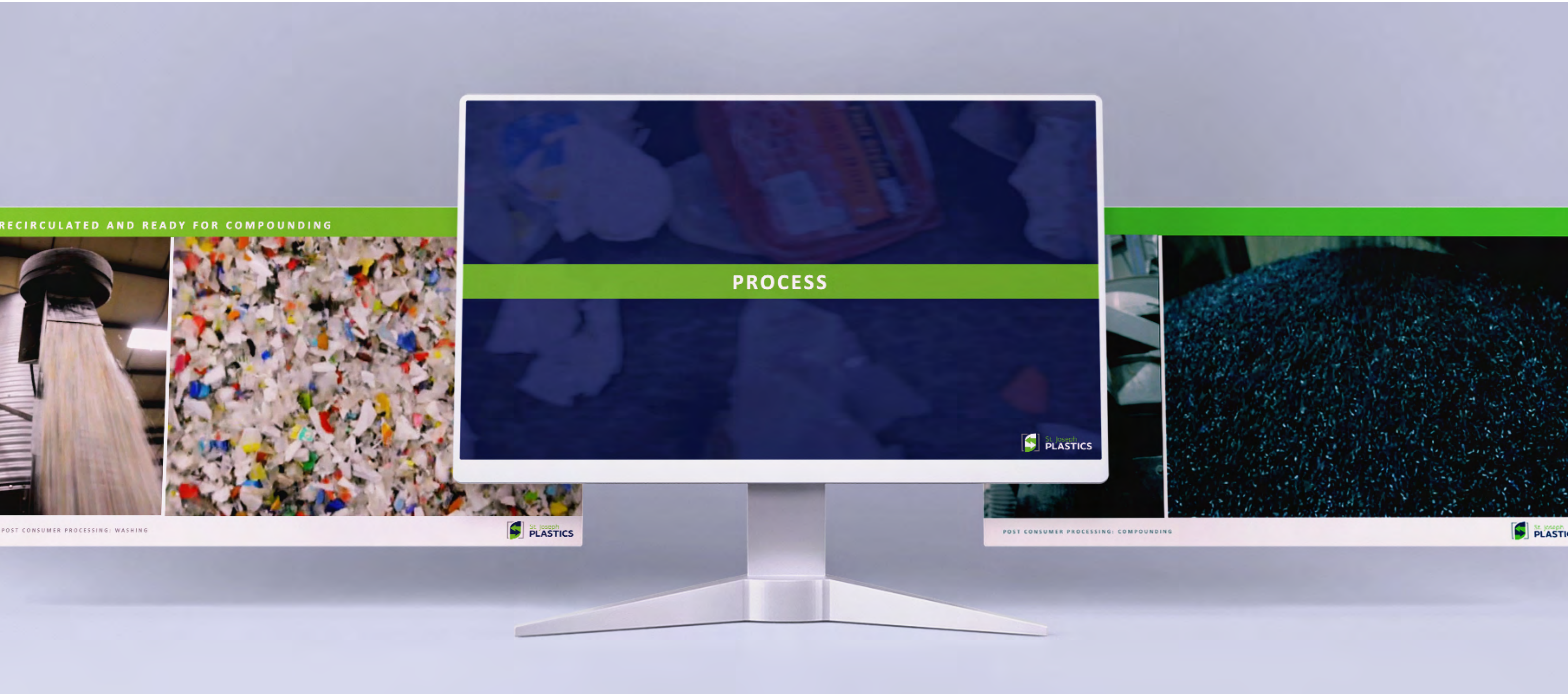
St. Joseph Plastics Presentation Design

Project Story

St. Joseph Plastics is based in St. Joseph, MO and they tote a message of saving the planet and creating less waste through PP and PCR creation.

I have worked with them in several capacities, including creating a presentation about their process, social media, and writing some press releases. The challenge when working with them is keeping to industry information and not revealing anything confidential or proprietary. To accomplish that for this presentation, I combined video and photos to create a visual experience that didn't give too much away but was interesting and informative.

Working around this restraint created its challenges but ultimately the presentation was interactive and smooth looking, that showed the process without showing too much. Plus the presenters loved it!



Dayfall Typeface

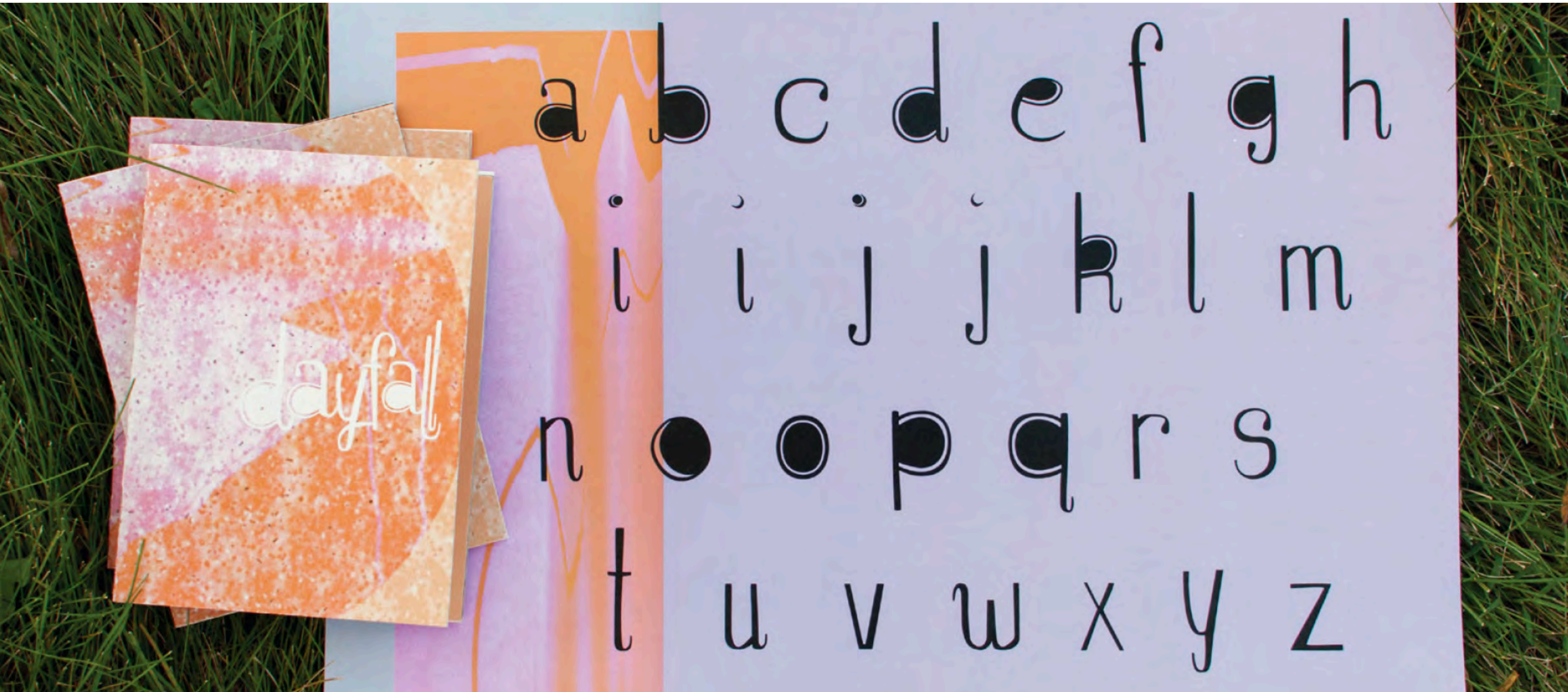
Project Story

Created during the eclipse in 2017, Dayfall draws its features from the merging moon and sun.

With filled counters, and half moon tittles, this typeface draws from all parts of the eclipse.

To show off the typeface, I created a booklet that highlighted my record of the eclipse through journal entries, simultaneously writing about the inspiration for the typeface and its many shifting shapes.

Dayfall Typeface





dayfall

Dayfall was designed as a response to a total solar eclipse.

On August twenty-first, two-thousand and seventeen Kansas City looked up as the sun and the moon collided in a spectacular solar experience. The musings and observations from the eclipse turned themselves into a playful decorative typeface.

Dayfall Typeface



12:58 pm

*A subtle haze has covered
a distant KC skyline. The
moon is getting noticeably
thinner now. The world is
starting to go dark,
everyone is preparing.*

The "a" was a very large beginning point for this font in both creation and development. Defining terminals, counters and tails, this letter became a cornerstone of dayfall.

Dayfall Typeface



The second tittle allows for more versatility in a lower case font. They're interchangeable, yet different. One can be used in place of capitals, or they can switch through the text to give more of a variety.



DESIGN

Valor

Project Story

Valor, a manufacturing training company, was looking for a short booklet that could show who they were and what they could do.

I was able to take the facts and company history to create a dynamic and informative booklet that could help explain their services, locations and other important information.







Sprung Formal Magazine Design & Collaboration

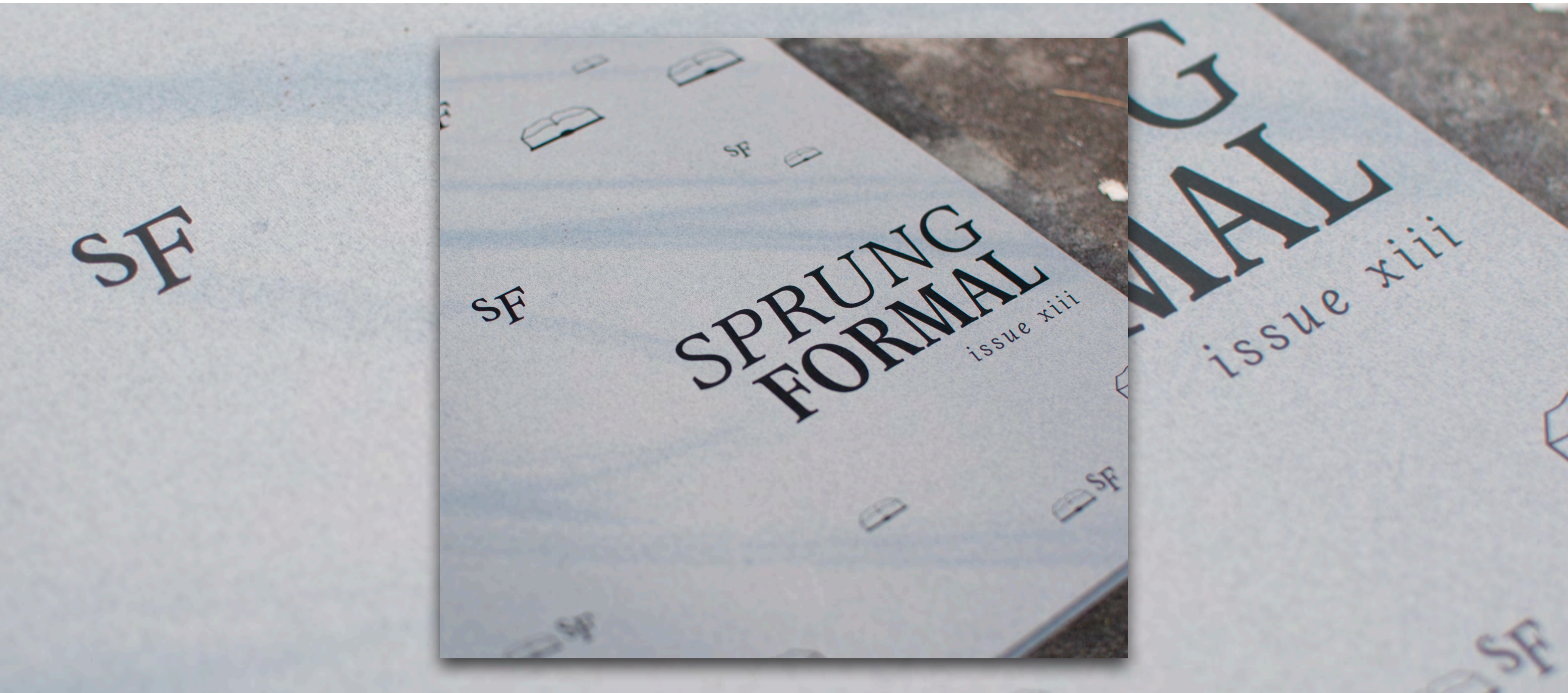
Project Story

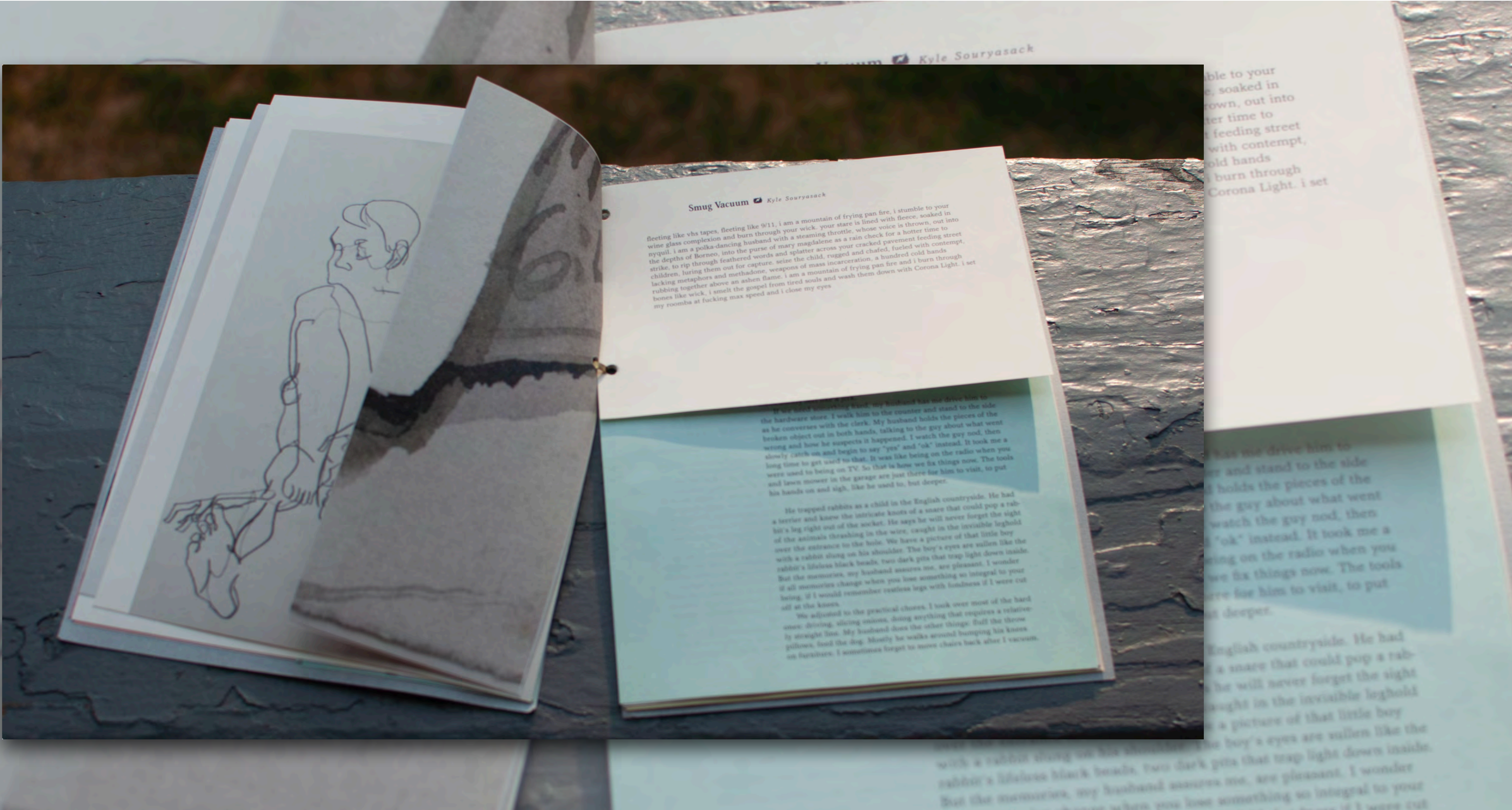
Sprung Formal is a poetry, short story and art collective created every Spring by the Kansas City Art Institute and one of its faculty. At the time, Jordan Stempleman was teaching the class. Working closely with one other designer, we created the design for the 2018 Sprung Formal.

We worked together to create a unique format, all while working within a budget and time constraints. Together we created a system of hamburger, hot dog, and full pages that changed form based on what the art required. If it was a long poem with short lines, a hot dog sheet. If it was a short piece of prose, we did a hamburger sheet—and so on and so forth.

This created unique challenges in binding—and especially binding so many (by hand—eek!), but we didn't back down from the challenge. We used brass brads and hole punches to create a memorable and unique binding. Together with our other class members, we assembled every edition by hand. The brass details ensured it was both easy to assemble, and stood out from other zine-type publications..

[See the whole thing here.](#)





Fate Conference Catalog

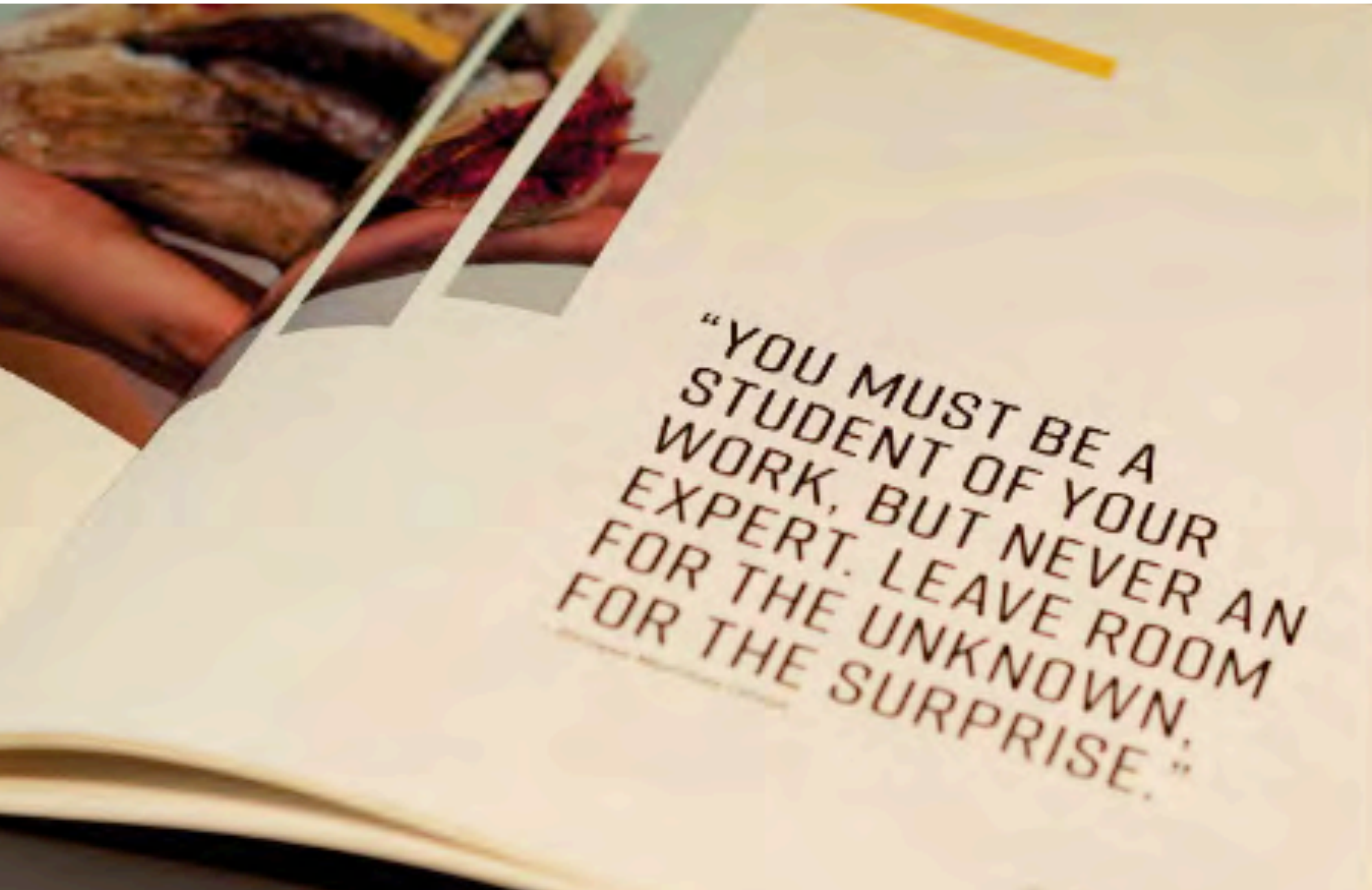
Project Story

As a junior at the Kansas City Art Institute I was selected to help with the Foundations in Art and Theory Conference. It's held every 3 years, and in 2017 KCAI hosted the event.

Alongside my professor Tony Brock, I designed the conference catalog. We created a main catalog, and put extraneous information in a separate booklet. We wanted to take into account carrying the booklet for several days through the conference, so we made it as lightweight as possible.

In true conference fashion we were making edits until printing started, and were able to get it in just under the wire so that everything was perfect and on time.

This project was my first taste of working with a team, and having a lot of moving parts in a design.



2:00pm-3:30pm	SESSION III
BREAKOUT ROOMS	
3:30pm-4:00pm	COFFEE/TEA BREAK
SALON 3	
4:00pm-5:30pm	SESSION IV
SESSIONS	
7:00pm-9:00pm	KEYNOTE SPEAKER
SALON 1A, 1B, 2	

9:00
THRU
10:30AM



SAT
APRIL
8TH
2017

PAVILION II

INTERCULTURALISM AND ART FOR POETIC JUSTICE

Shelley Stefan *Univ. of the Fraser Valley*

GIVE THEM THEIR SPIRIT BACK:
INDIGENOUS ART IN THE ACADEMY

Shirley Swelchalot Shxwha:yathel Hardman
Univ. of the Fraser Valley

EXPLORING OFF-CAMPUS, ON-SITE CREATIVE PROJECTS
TO FOSTER COMMUNITY ENGAGEMENT

Lucas Korte *Univ. of Notre Dame*

PUBLICPRIVATE: THE POTENTIAL OF RENEGADE URBAN
PERFORMANCES TO CREATE CHANGE IN THE
CLASSROOM AND COMMUNITY

Sarah Berkeley *Nebraska Wesleyan Univ.*

SUBCULTURAL HEROES AND ART FOR THE UNDERDOG

Shelley Stefan *Univ. of the Fraser Valley*

PAVILION I

SHOULD PANELING: MOUNTING GROOVY PRESENTATIONS

Marco Rosichelli *Univ. of Central Missouri*

Ryan Peter Miller *Carthage College*

PAVILION VI

DEVELOPING FOUNDATIONS OF PROFESSIONALISM AND PURPOSE THROUGH WORK-INTEGRATED LEARNING EXPERIENCES

Aaron Bradley *Univ. of Cincinnati*

Cindy Damschroder *Univ. of Cincinnati*

PORTFOLIO AS PASSPORT: KEYS TO UNLOCKING
THE INTERNSHIP

Cynthia Roberts *Endicott College*

FROM CLASSROOM TO CAREER: BUILDING THE NATION'S
FIRST FINE ARTS CO-OP PROGRAM

Aaron Bradley *Univ. of Cincinnati*

Cindy Damschroder *Univ. of Cincinnati*

SECOND FLOOR BOARDROOM I

FOUNDATIONS IRL: FORM AND CONTENT IN THE EXPANDED PUBLIC SPHERE

Sarah G. Sharp *Univ. Of Maryland, Baltimore County*

SOUND WALKS AND VIRTUAL SPACE

Joe Reinsel *Univ. of Michigan, Flint*

THE DIGITAL GALLERY IN ART EDUCATION

Bethanie Collins *Univ. of Missouri*

MAPPING, TWEETING AND PUBLIC ENGAGEMENT

Sarah G. Sharp

Univ. of Maryland, Baltimore County

Dance Cuban with Ramon Brand

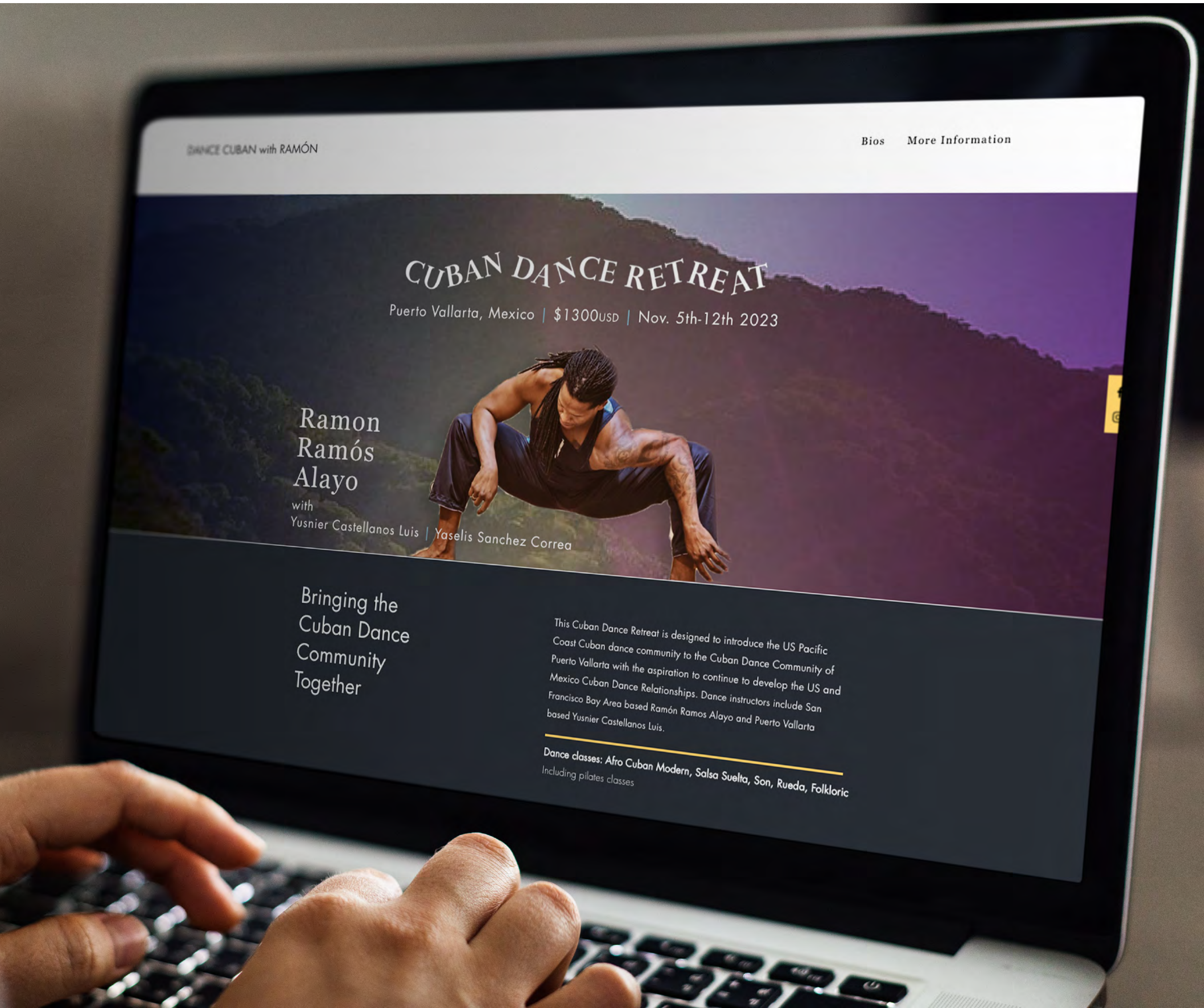
Project Story

Dance Cuban with Ramon was a one-time dance retreat held in Puerto Vallarta, Mexico. For this project, the retreat directors were looking for help creating a visual brand, developing a website, and creating/maintaining a social media presence.

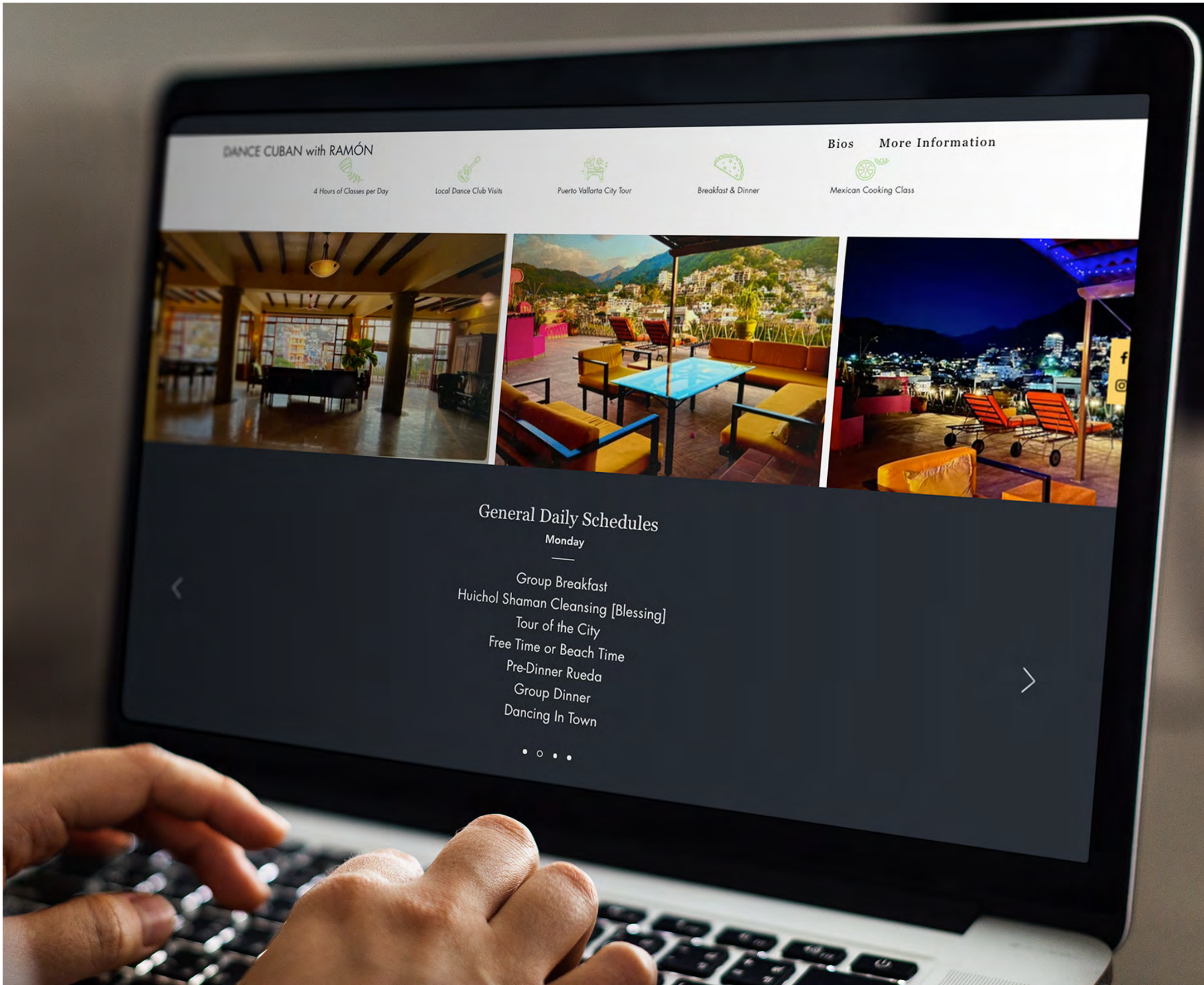
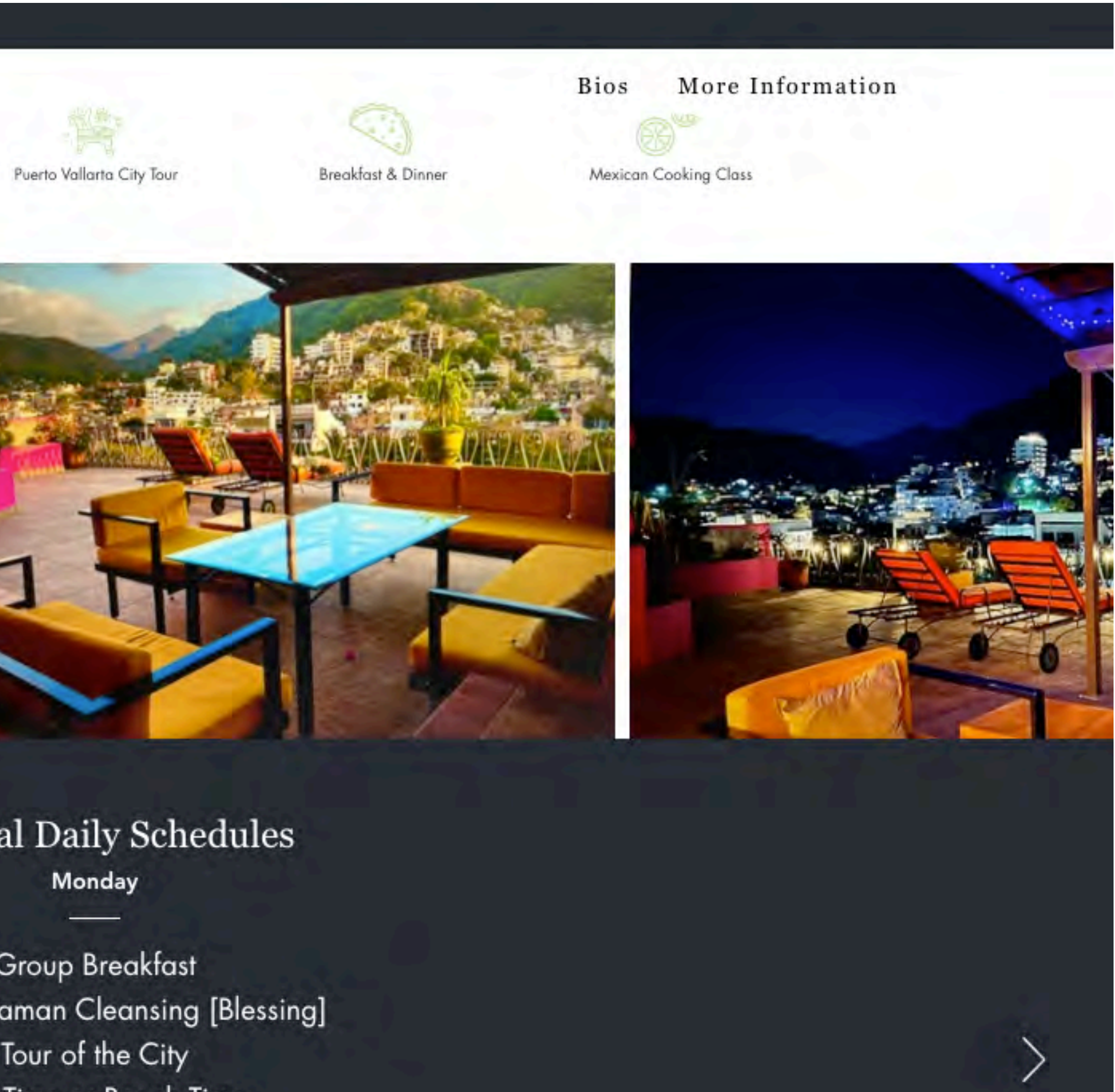
For this retreat I worked with the main retreat director to create a brand, website and Instagram presence in a short span of time.

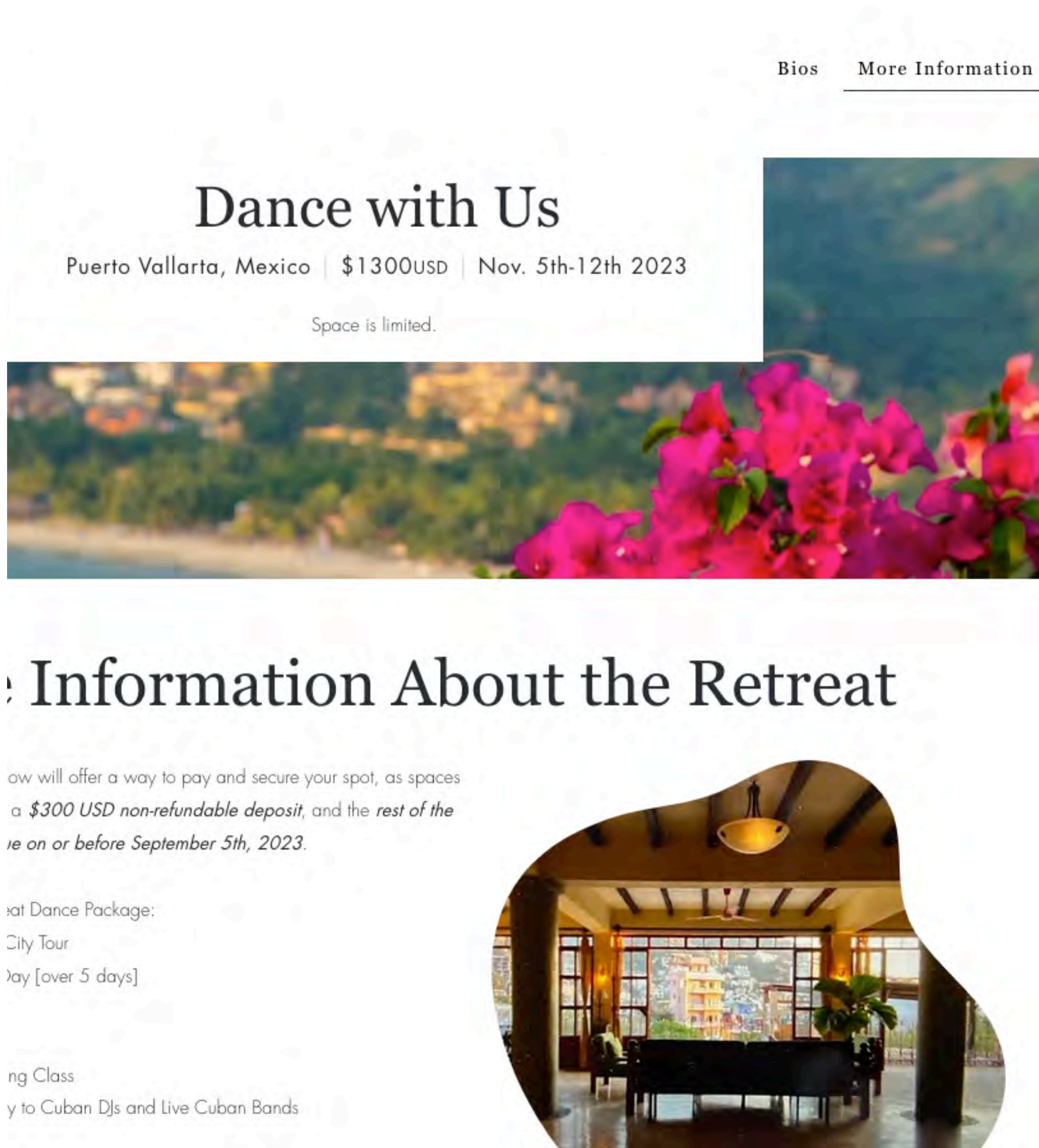
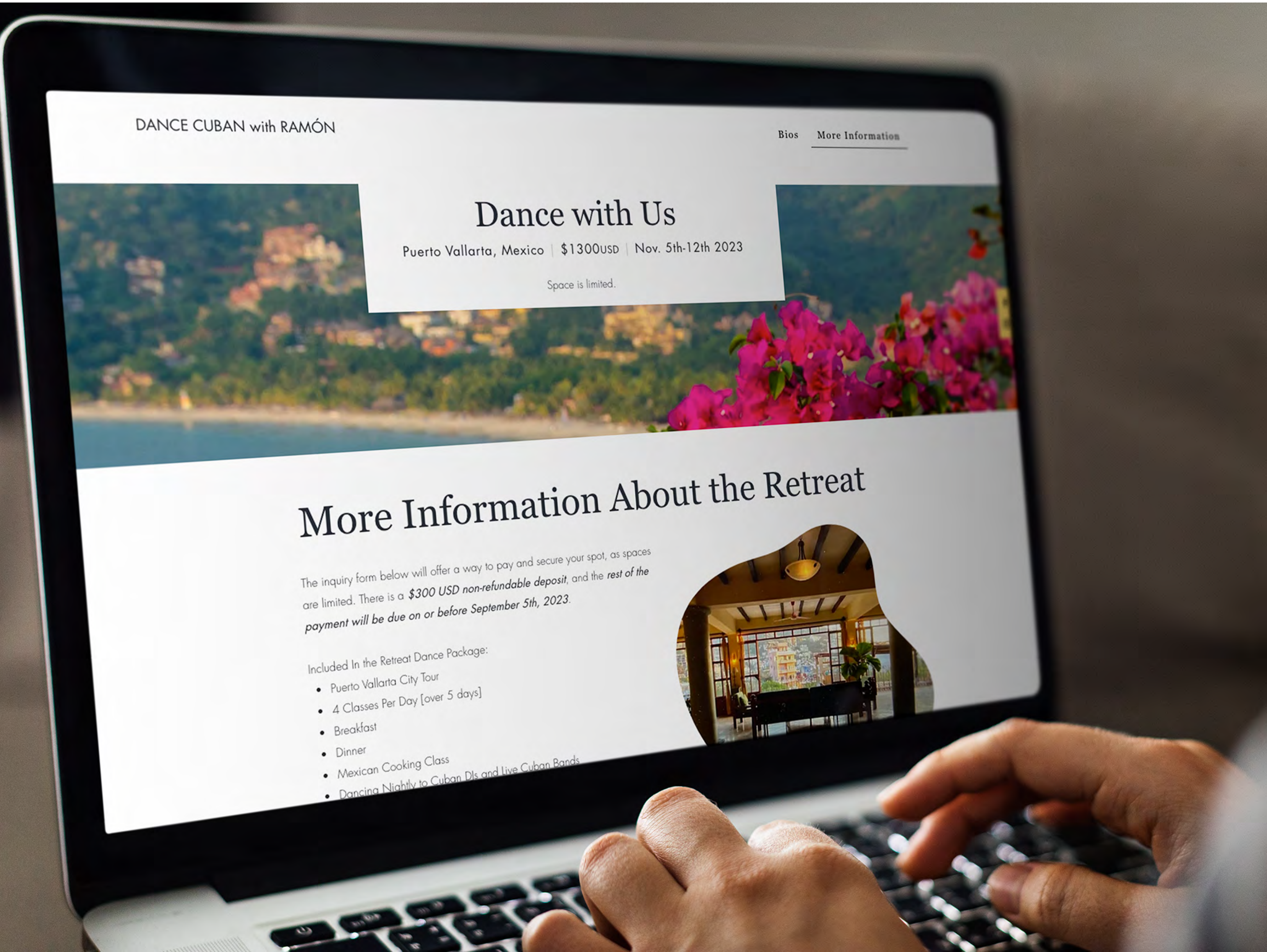
We utilized the romantic visuals of Puerto Vallarta as inspiration for the brand, using gradients and images of Vallarta. The website was informational and a way to purchase a spot or learn about details of the retreat. Keeping these simple allowed us to do more with less and end up with a full retreat.

We had a short timeline, and almost nothing to go off of, but in the end the website was able to help book enough people to fill up the retreat, and the Instagram had hundreds of followers..



Dance Cuban with Ramon Website





KC Moms Club Branding

Project Story

KC Moms Club is based in Kansas City, and was founded by a working mom who wanted to connect with other moms.

When the founder came to me, we talked about the vibe that she wanted to achieve and I got to work creating a logo and color scheme. Since this was a club, and not a business, she wanted to keep it simple for the branding.

The logo itself is playful and curved, lending itself to softness. Playing on the idea of kids pushing letters around.

When it came to color, the founder wanted a fully neutral set of colors, and then some options for some slight color if needed later. The color palette is based on the typical colors people think of when babies are born.

Okay so I love neutral colors !!! Also I like the smiley in the MOM. thinking of KC MOMS CLUB instead of The moms club

Also love just the black!



IN STOCK

\$17.49+ ~~\$34.98+~~

Overstimulated Moms Club Sweatshirt, Overstimulated Moms Hoodie, Gift for Moms, Moms Club Sweater...
by CustomFashionTees Star Seller

Est. arrival	Shipping	Ratings
Apr 1-8	\$10.07	★ 4.9 (2,026)

Size Select an option ▼

Select an option ▼

I have this on right now



Like no color plz 😂😂

But also I am down to see some color

My brain is just so black and white

Hahaha I feel that !!

I'll make a couple neutral options a la skims and a couple more options that'll be fun :)

That way you have some for future posting too!

You're the very best!

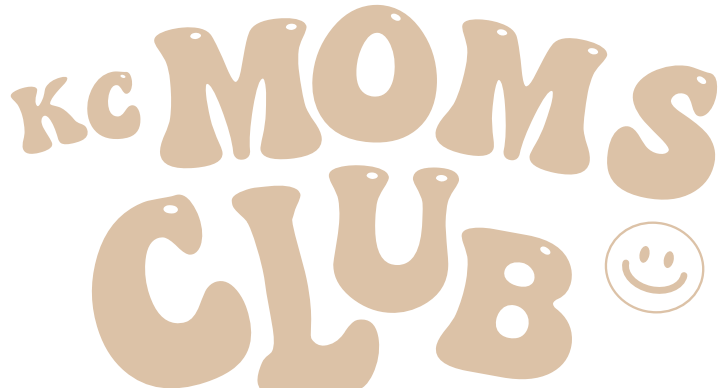
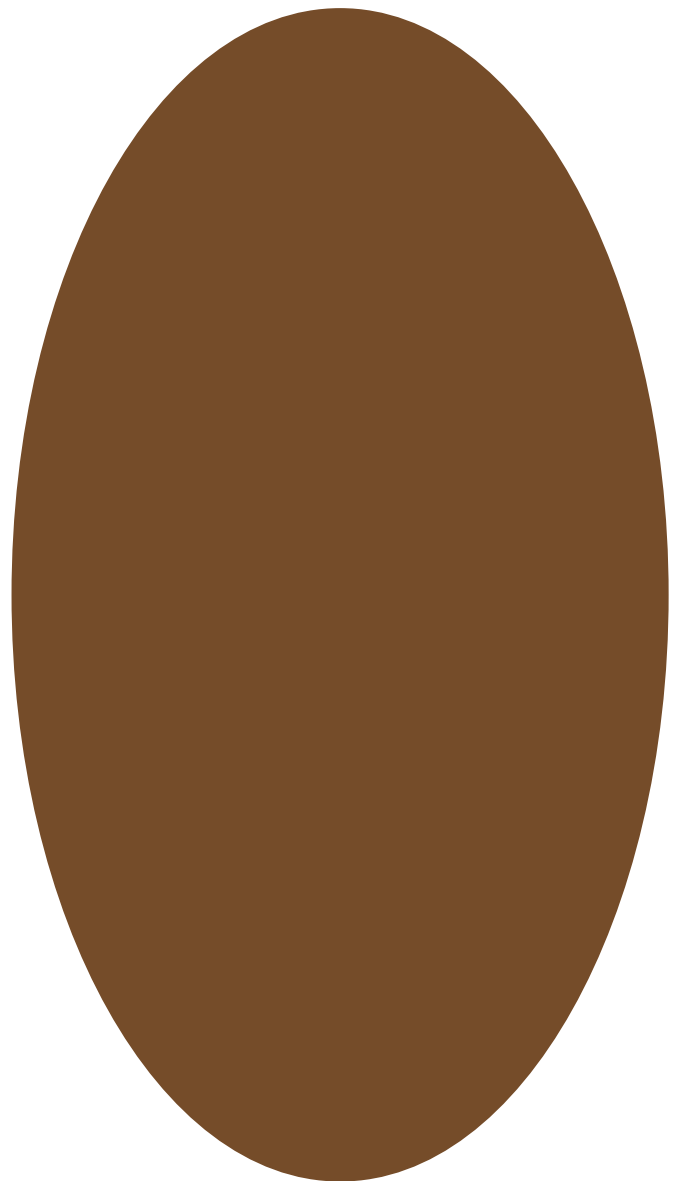
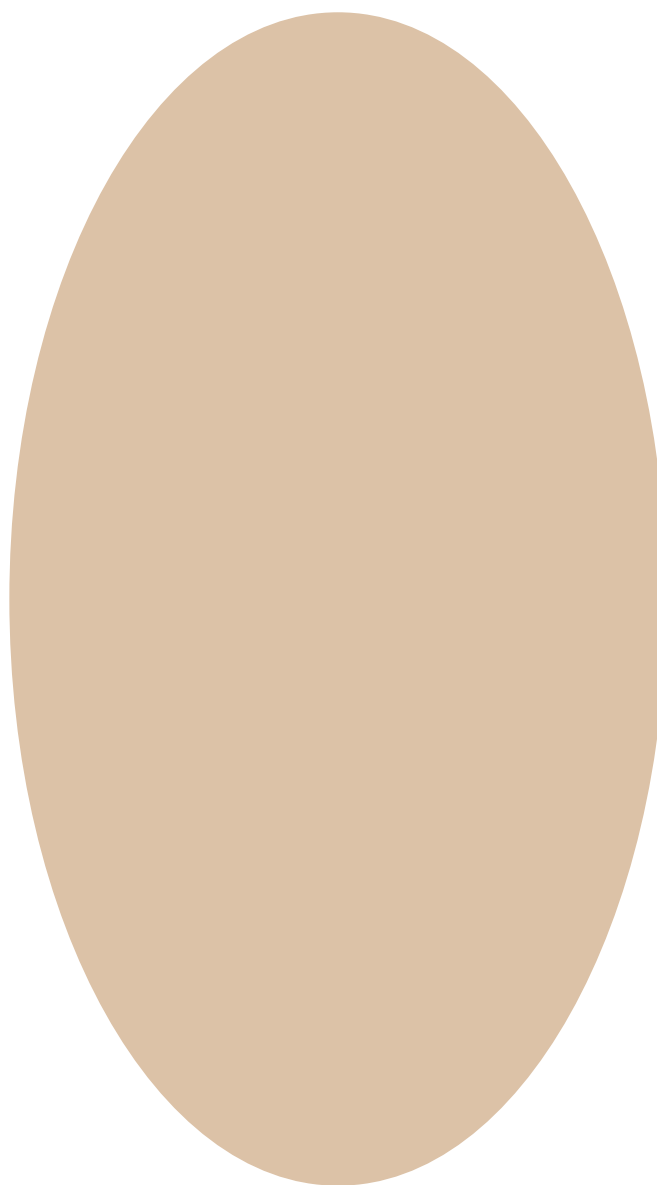
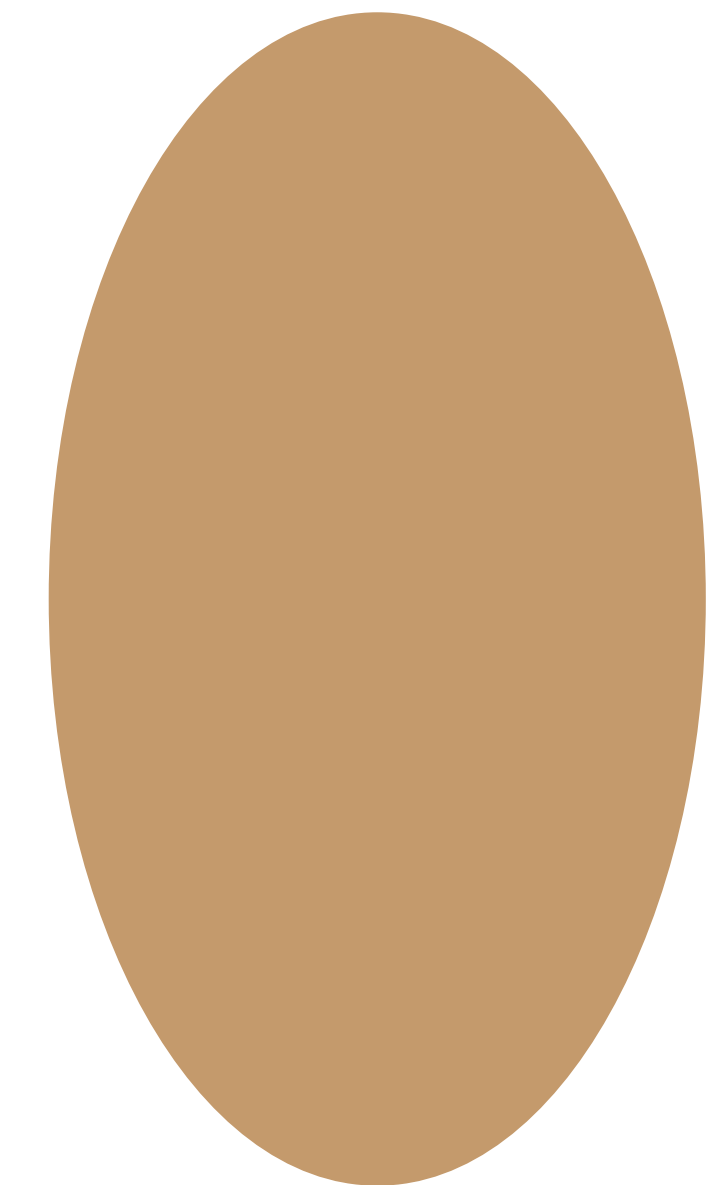
Id like a logo for instagram pic and then instagram post/story!

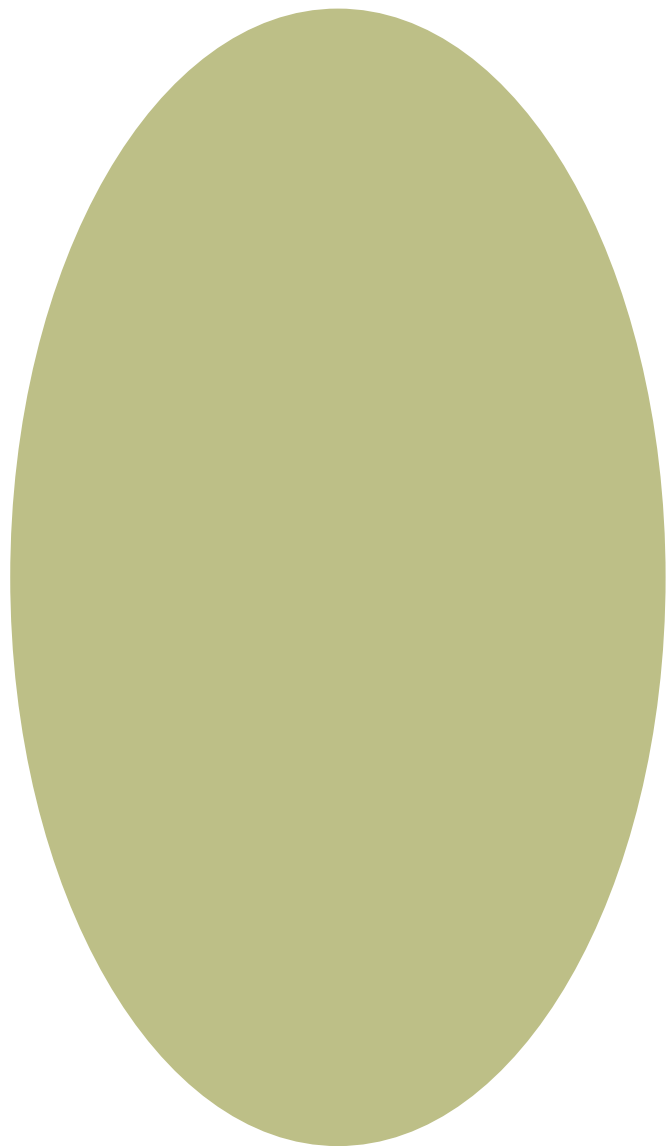
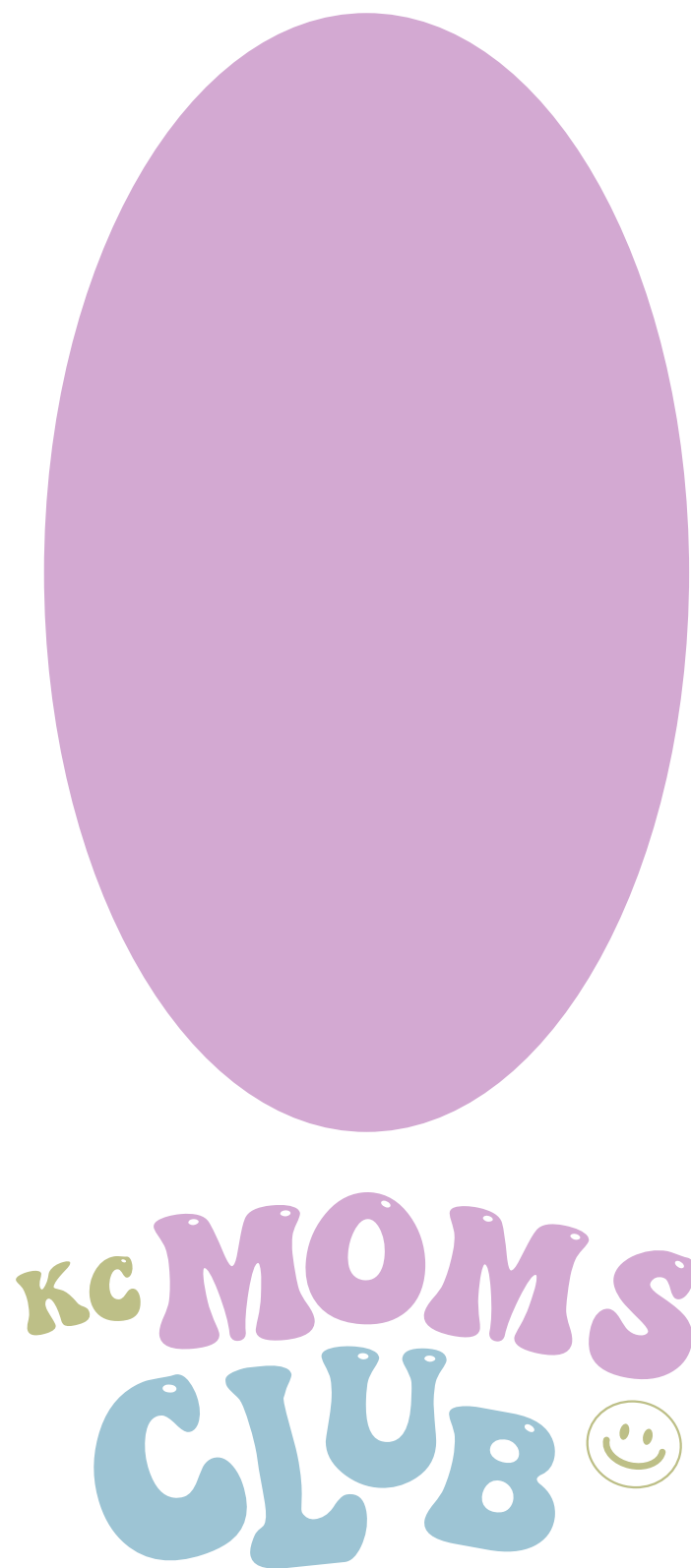
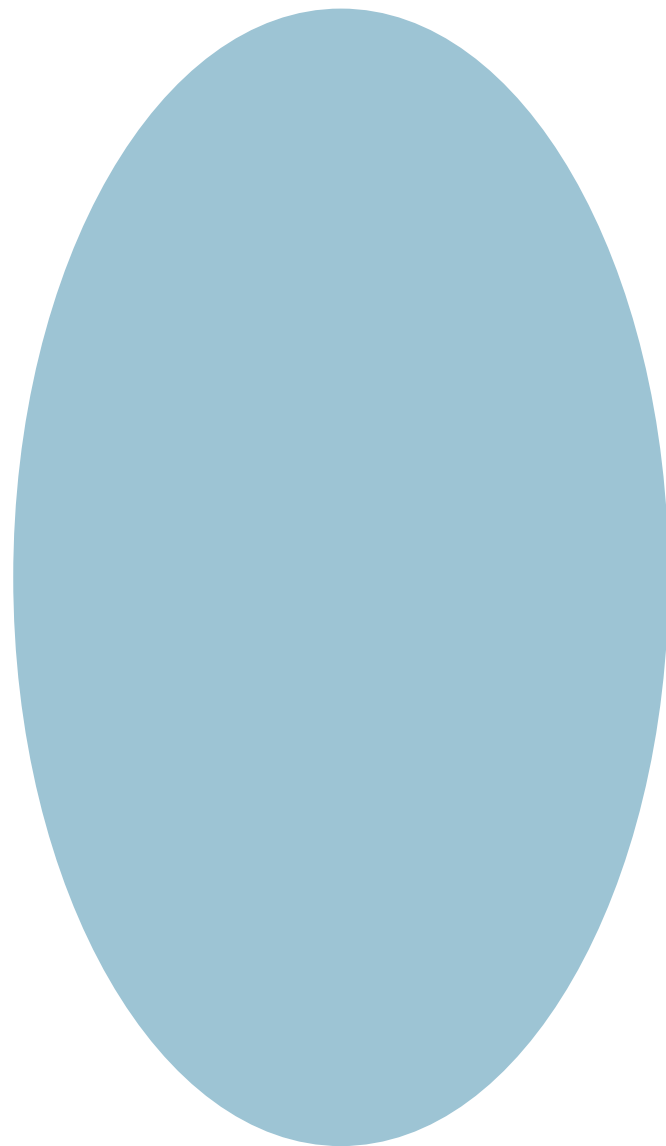
Yes so perfect

Not sure if KAN CITY MOMS CLUB would look better or KC



KC
MOMS
CLUB







Resumé + Rates

EDUCATION

BFA, The Kansas City Art Institute

SKILLS / SERVICES

- Copywriting
- Graphic Design
 - Presentation Design
 - Book/Book Cover Designs
 - Brochures, booklets, documents etc.
 - Branding & Logo Design
- Social Media Planning
- Social Media Content Planning

EXPERIENCE

Freelance Design, Social Media & Blogging, 2023-Present

- Copywriting
 - Presentation Design
 - Social Media Planning
 - Social Media Content Planning
 - Social Media Management & Content Creation
- Creator and writer of [theBlogStack](#): a 2x weekly tactical trend report that guides brands in being ahead of the curve on graphic design and social media marketing.

On the Mark Strategies (OTMS), 2021-2023

Social Media Coordinator 2022-2023
Marketing Content Coordinator 2021-2022

- Copywriting
- Presentation Design
- Brochures, booklets, documents etc.
- Social Media Planning
- Social Media Content Planning

Diamond Merckens Hogan (DMH), 2018-2020

Assistant Art Director 2019-2020
Freelance Graphic Designer 2018

- Presentation Design
- Brochures, booklets, documents etc.
- Package Design
- Logos & Branding
- Banners
- Landing Pages

RATES

**Social Media Content, Strategy,
Creation & Management**
\$45-\$75/hr

Graphic, Logo, Print & Digital Design
\$45-\$65/hr

Presentation Design
\$50-\$75/hr

Copywriting, Blogs & Captions
\$45-\$65/hr

Custom Social Media Content Ideation List
\$250 for 2 over 1Q



Thank You 🙏