# PORTFOLIO Caylie Hausman



### **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

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.

# 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





# Books, Brochures, Long-form Type, Presentations

cayliehausman@gmail.com | cayliehausman.com



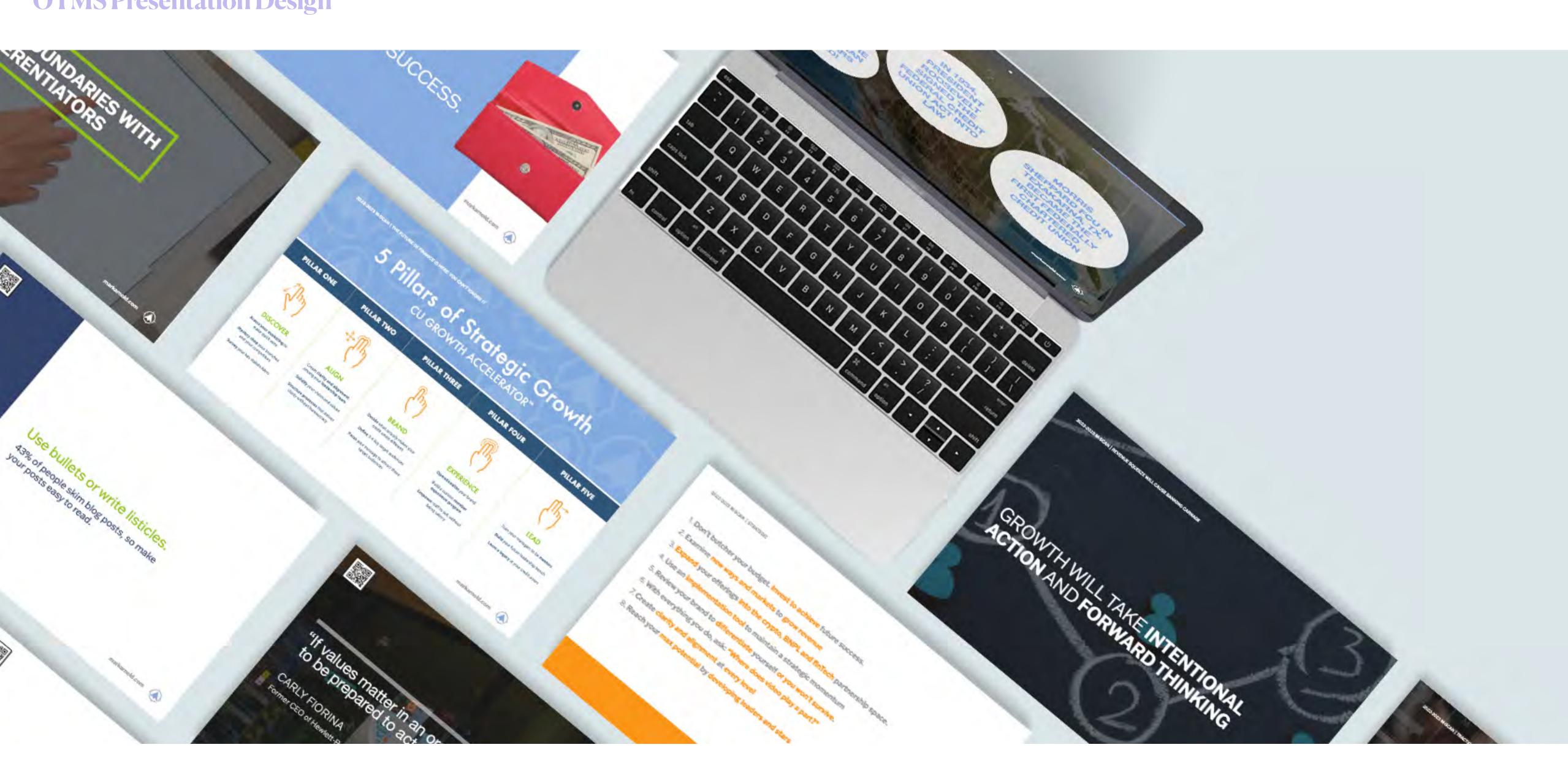
# OTMS Presentation Design

#### **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.

# **OTMS Presentation Design**



# **OTMS Presentation Design**

# BRANDING PLAN

DERSHIP BLINDSPOTS

**AYS TO** 

LIND

POTS

URE YOUR

Surround yourself with diverse thinkers with the intention of learning from them

FIVE PILLARS OF STRATEGIC GROWTH

STRATEGIC ACTION STEP

CREATE **CLARITY AND** ALIGNMENTAT **EVERY LEVEL** 

47% of presenters took more than eight hours to make their visual presentation aids.

Sometimes you just have to get it right ... no matter how long it takes.

markarnold.com

F

**C**.

BRAND DEFINITIONS

A brand is a reflection of the holistic personality of your credit union.

It manifests itself in the consumer experience with your credit union

markamold.com

- Look of your Logo
  Colors in your Lobby
  Phone Greeting
  Employee Dress Code
- Graphics In Ads/Communication Pieces
- Website Navigation
   Consistency in Marketing Materials

UNFCU Week Two: Color and Type

Ultimately, your color, white space and typography are your branding, and your branding is who you are.

**NCIPLES FOR SOCIAL MEDIA** 

LUTION IS THE CT OR SERVICE MARKETING





# 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.

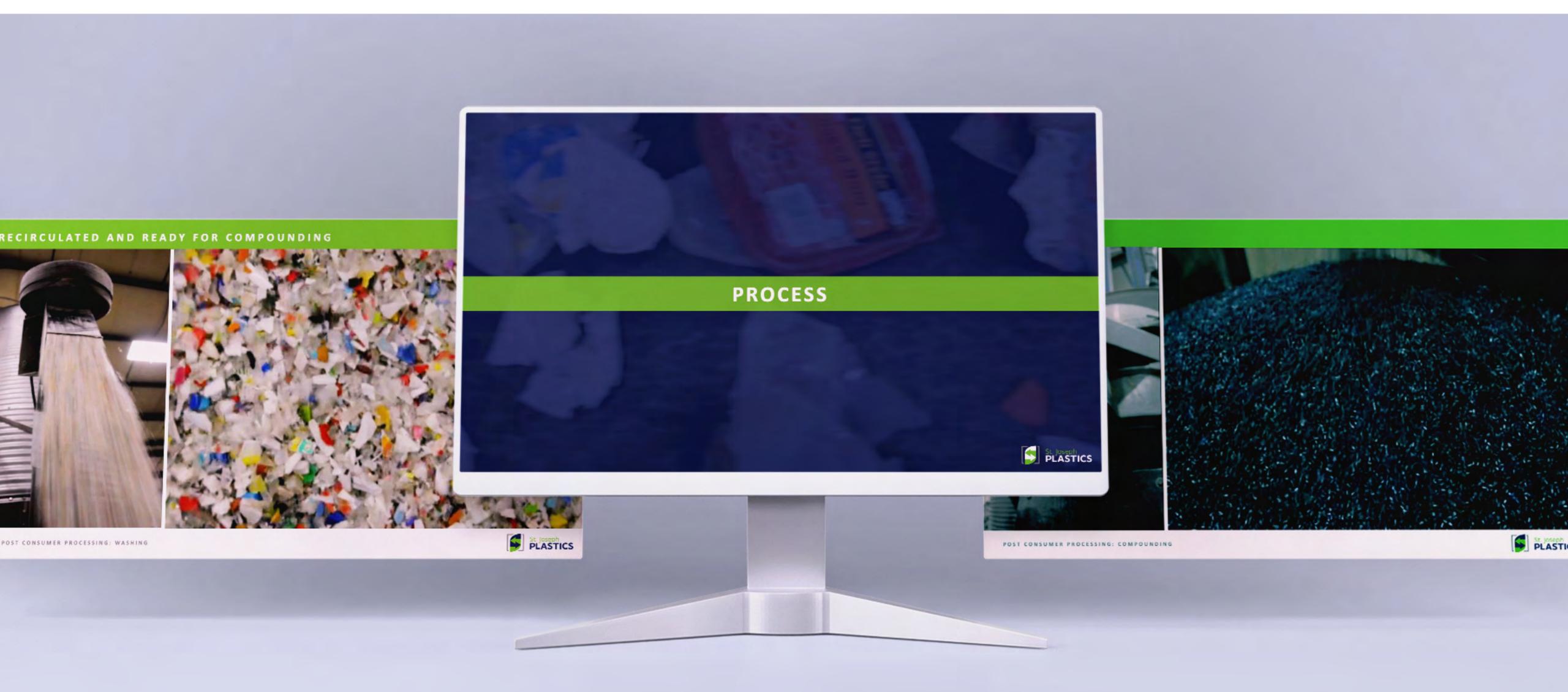
I have worked with them in several capacities, including creating a presentation about their process, social media, and writing some press releases. The challenge when working with them is keeping to industry information and not revealing anything confidential or proprietary. To accomplish that for this 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!





# St. Joseph Plastics Presentation Design



<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>



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#### **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.





abcdefgh l j j k l m n o o p c r s U U W X Y





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

<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>

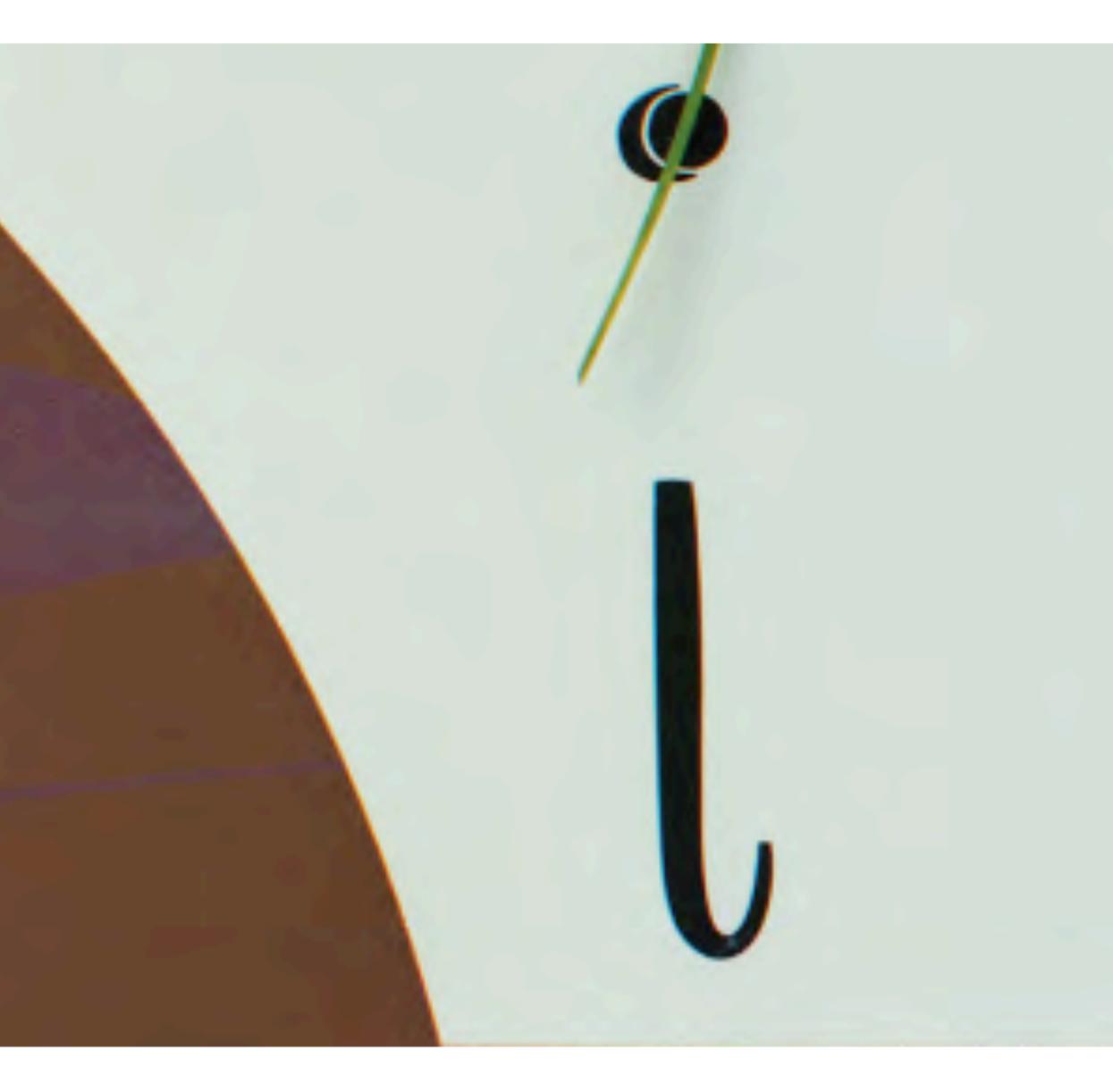


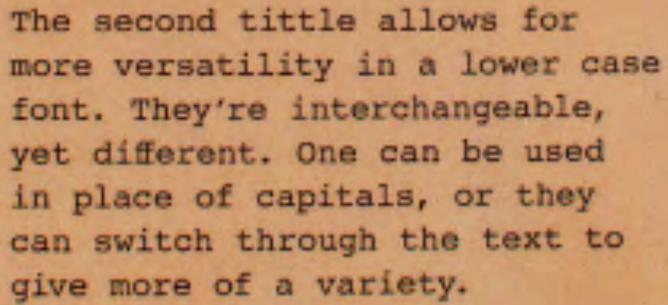


A subtle haze has covered a distant KC skyline. The moon is getting noticeably thinner now. The world is starting to go dark, everyone is preparing.













the collaboration of two letter both totality and community, wh that were ever present as I vie





### 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.

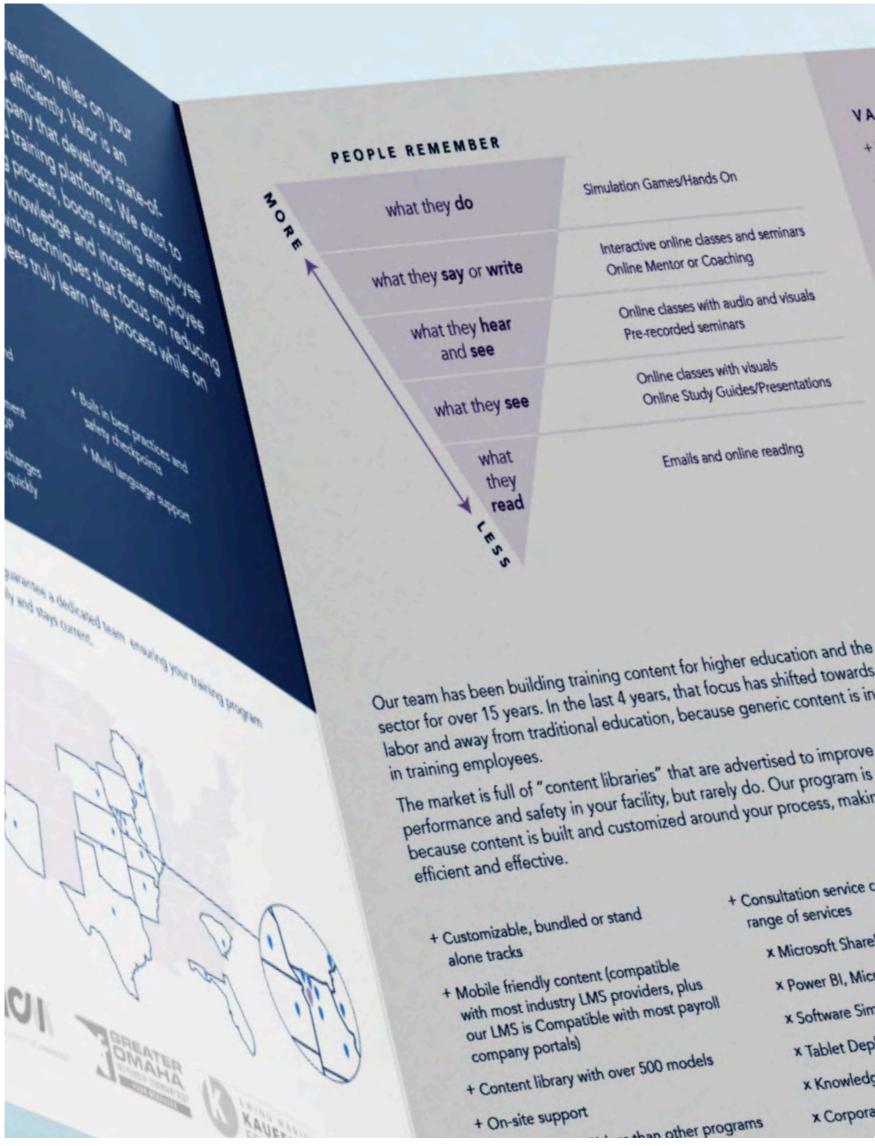
I was able to take the facts and company history to create a dynamic and informative booklet that could help explain their services, locations and other important information.

# Valor Booklet



# Valor Booklet





# Valor Booklet



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# 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.

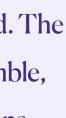
This created unique challenges in binding—and especially binding so many (by hand—eek!), but we didn't back down from the challenge. We used brass brads and hole punches to create a memorable and unique binding. Together with our other class members, we assembled every edition by hand. The brass details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

See the whole thing here.









# **Sprung Formal Issue XIII**



<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>

# **Sprung Formal Issue XIII**



Smug Vacuum 🖾 Kyle Souryasack

A Store War

eting like 9/11, i am a mountain of frying pan h and burn through your wick. your stare is lined with fleer ncing husband with a steaming throttle, whose voice is the of frying pan fire and i burn through omba at fucking max speed and i close my ey

> the hardware store. I walk him to the counter and stand to the side as he converses with the clerk. My husband holds the pieces of the broken object out in both hands, talking to the guy about what went secong and how he suspects it happened. I watch the guy nod, then already catch on and begin to say "yes" and "ok" instead. It took me a long time to get used to that. It was like being on the radio when you were used to being on TV. So that is here we fix things now. The tools and lasen moreer in the garage are just there for him to visit, to put his hands on and sigh, like he used to, but deeper.

He trapped rabbits as a child in the English countryside. He had a investor and knew the intricate knots of a snare that could pop a rabhit's log right out of the socket. He says he will server forget the sight of the antimals thrashing in the wire, caught in the invisible leghold over the entrance to the bole. We have a picture of that little boy with a rabitit shong on his shoulder. The boy's eyes are sullen like the rabber's lideless black brads, two dark pits that map light down inside. But the memories, my hughand assures not, are pleasant. I wonder if all memories change when you lose something so integral to your heing, if I would remember reaches legs with fundaces if I were cut

'me adjusted to the practical chores. I took over most of the hard cell at the known. amore deturing, alloting unions, during arrything that requires a relativeby stranght lines. May incohoosed down the other things: Bull the throne pulliners, faund the dog. Moustly he weaths arrented bumping his knows in flamiltures: I accountioners forget to move choice back after I vacuum.

ple to your , soaked in own, out into ter time to feeding street with contempt, ld hands burn through orona Light, i set

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# 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.

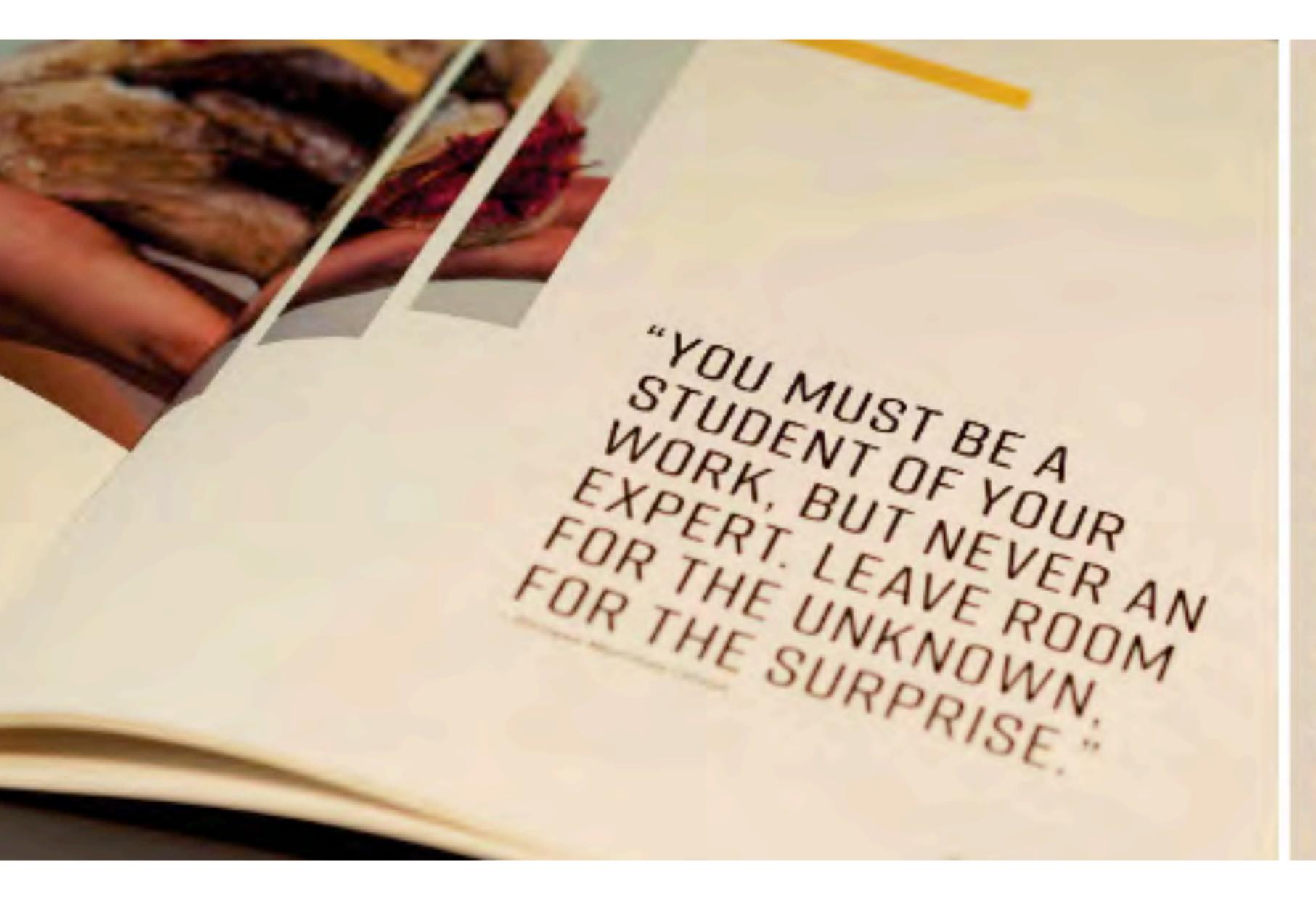








# Fate Conference Catalog



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 IA, IB, 2



# **Fate Conference Catalog**



cayliehausman@gmail.com | cayliehausman.com

GIVE THEM THEIR SPIRIT BACK: INDIGENOUS ART IN THE ACADEMY Shirley Swelchalot Shxwha:yathel Hardman

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 Unic.

SUBCULTURAL HEROES AND ART FOR THE UNDERDOG Shelley Stefan Univ. of the Fraser Valley

# 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**

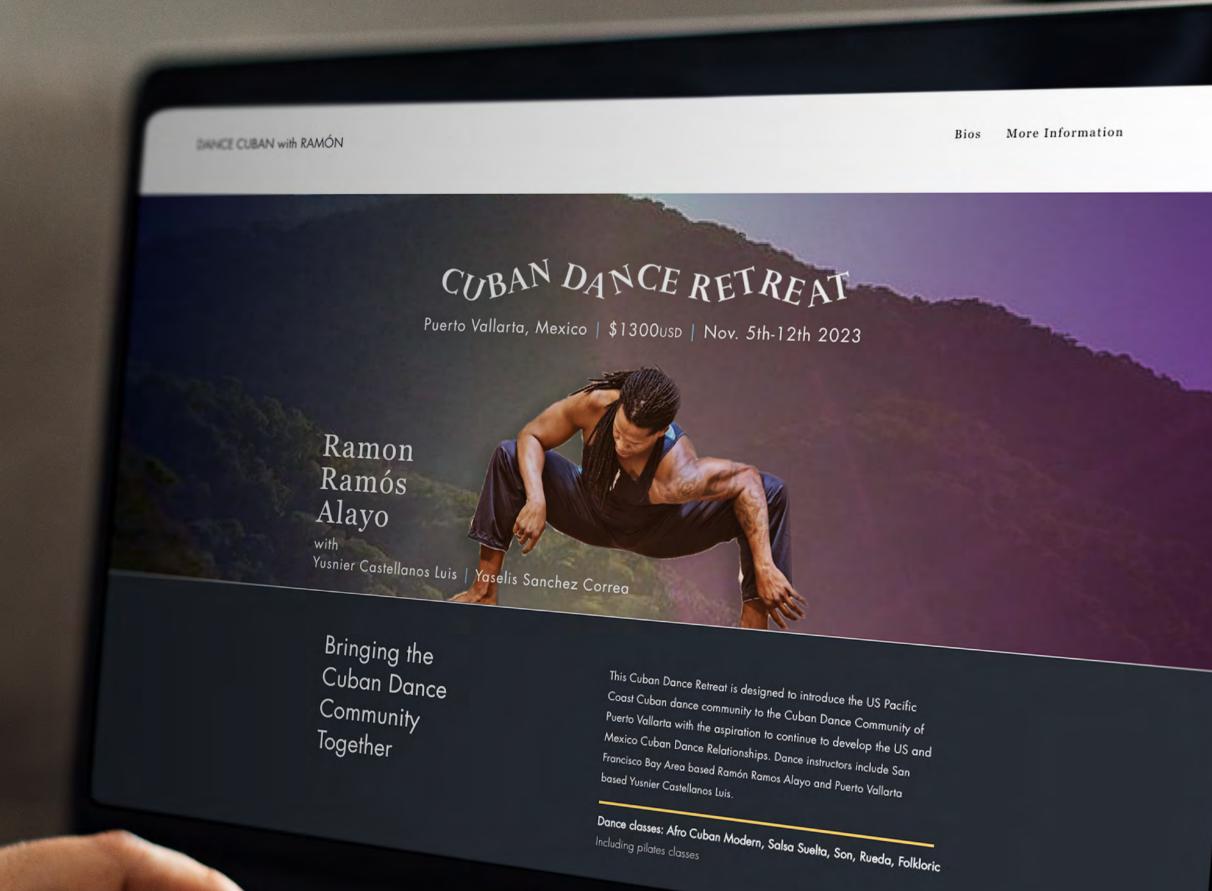
Dance Cuban with Ramon was a one-time dance retreat held in Puerto Vallarta, Mexico. For this project, the retreat directors were looking for help creating a visual brand, developing a website, and creating/maintaining a social media presence.

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**





Puerto Vallarta, Mexico | \$1300usp | Nov. 5th-12th 2023

# Ramon Ramós Alayo

with Yusnier Castellanos Luis | Yaselis Sanchez Correa

Bringing the Cuban Dance Community Together

This Cuban Dance Retreat is designed to introduce the Coast Cuban dance community to the Cuban Dance C Puerto Vallarta with the aspiration to continue to develo Mexico Cuban Dance Relationships. Dance instructors i Francisco Bay Area based Ramón Ramos Alayo and Puert based Yusnier Castellanos Luis.

Dance classes: Afro Cuban Modern, Salsa Suelta, Son Including pilates classes



# **Dance Cuban with Ramon Website**

Puerto Vallarta City Tour



#### More Information Bios



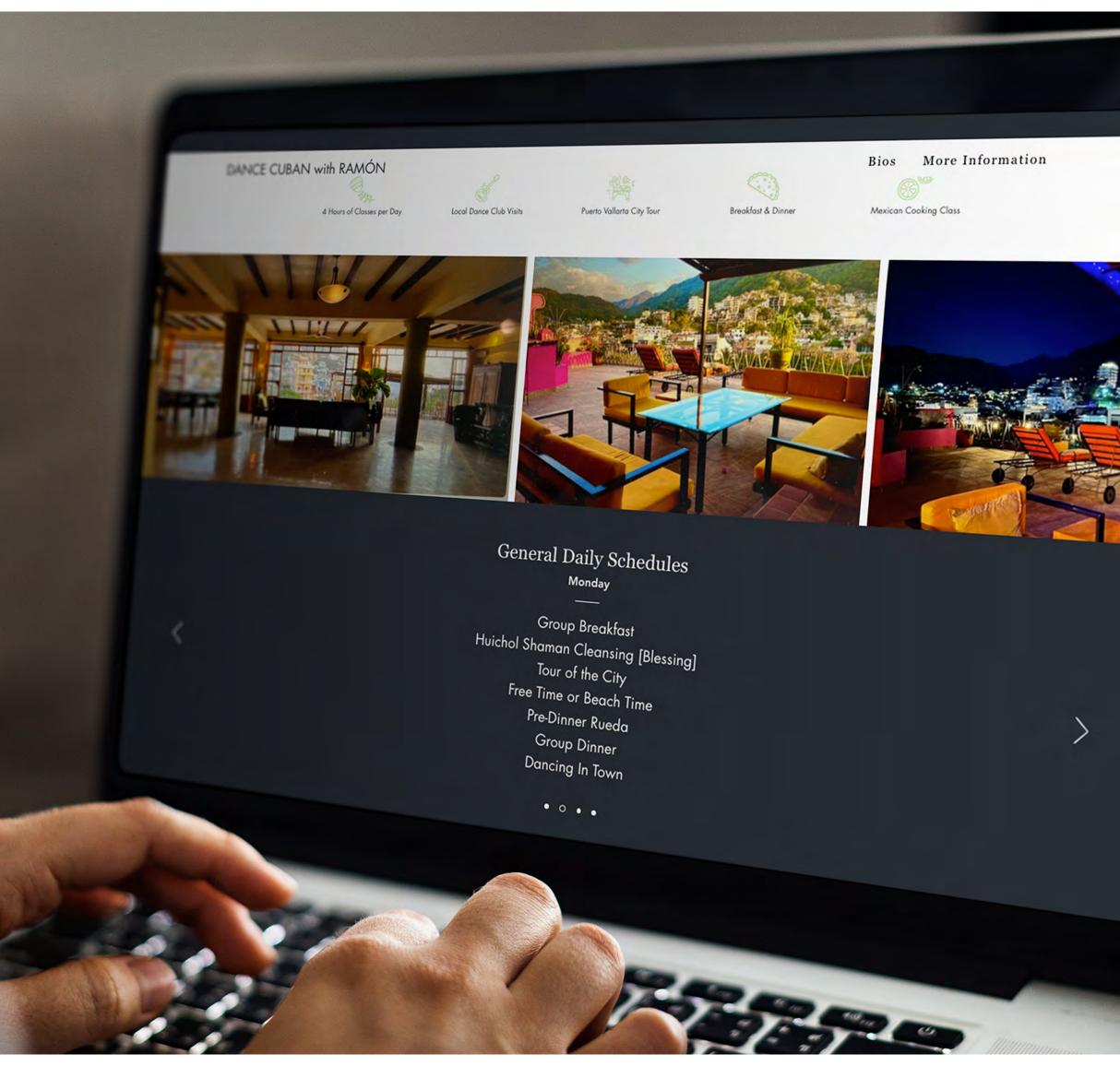
Mexican Cooking Class





al Daily Schedules Monday

Group Breakfast aman Cleansing [Blessing] Tour of the City





# **Dance Cuban with Ramon Website**

DANCE CUBAN with RAMÓN

Bios More Information



# Dance with Us

Puerto Vallarta, Mexico | \$1300usp | Nov. 5th-12th 2023

Space is limited.

# More Information About the Retreat

The inquiry form below will offer a way to pay and secure your spot, as spaces are limited. There is a \$300 USD non-refundable deposit, and the rest of the payment will be due on or before September 5th, 2023.

Included In the Retreat Dance Package:

- Puerto Vallarta City Tour
- 4 Classes Per Day [over 5 days]
- Breakfast
- Dinner
- Dancing Nightly to Cuban DIs and Live Cuban Band Mexican Cooking Class



# Dance with Us

Puerto Vallarta, Mexico \$1300USD Nov. 5th-12th 2023

Space is limited.

# Information About the Retreat

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at Dance Package: City Tour )ay [over 5 days]

ng Class y to Cuban DJs and Live Cuban Bands









#### **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.





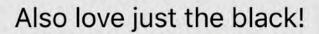






Okay so I love neutral colors !!! Also I like the smiley in the MOM. thinking of KC MOMS CLUB instead of The moms club

V





IN STOCK \$17.49+ \$34.98+

8

Overstimulated Moms Club Sweatshirt, Overstimulated Moms Hoodie, Gift for Moms, Moms Club Sweater.. by CustomFashionTees 3 Star Seller

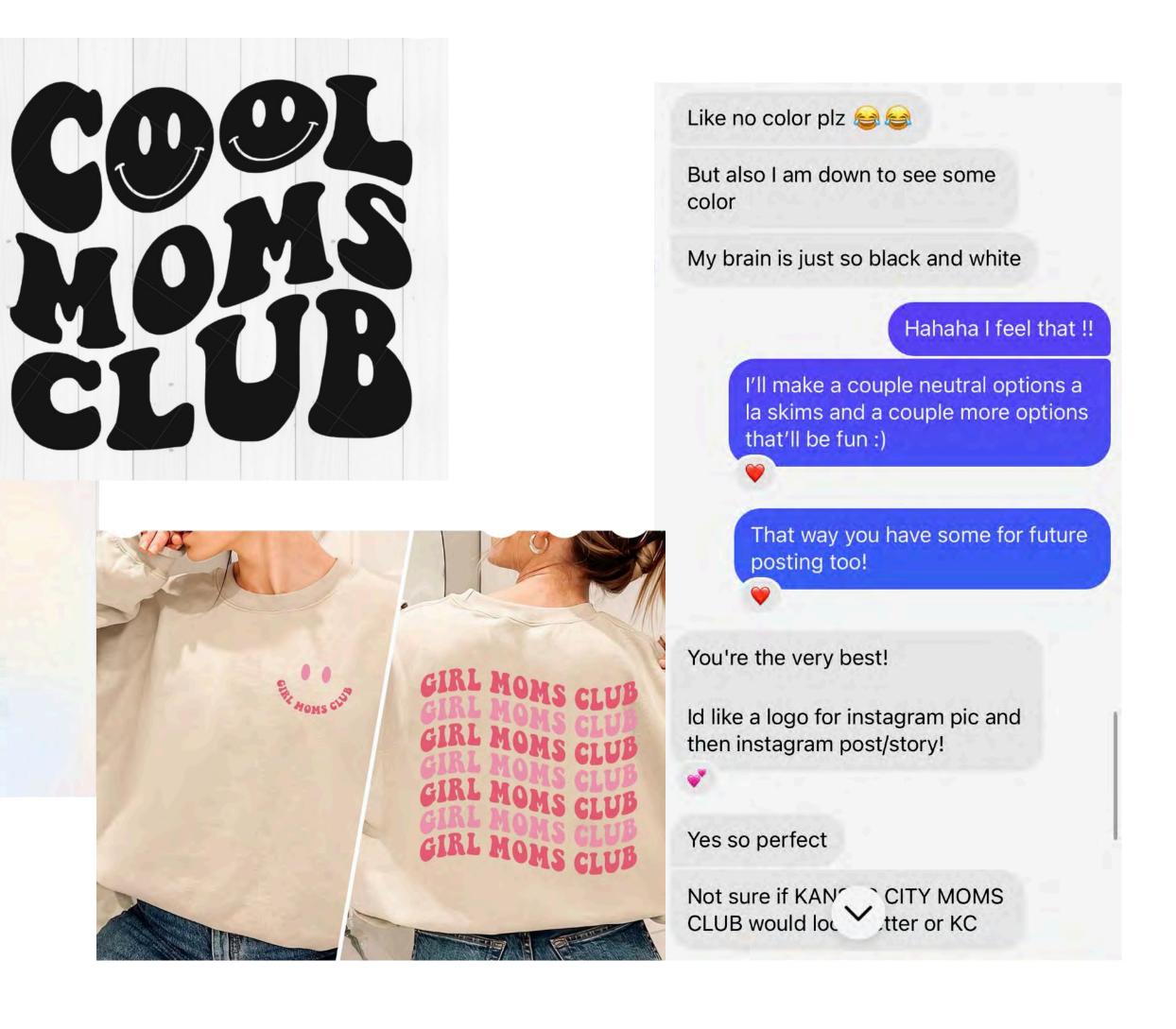
Est. arrival Shipping Ratings Apr 1-8 \$10.07 **± 4.9** (2,026)

Select an option 🔹

Select an option 🔻

I have this on right now







<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>





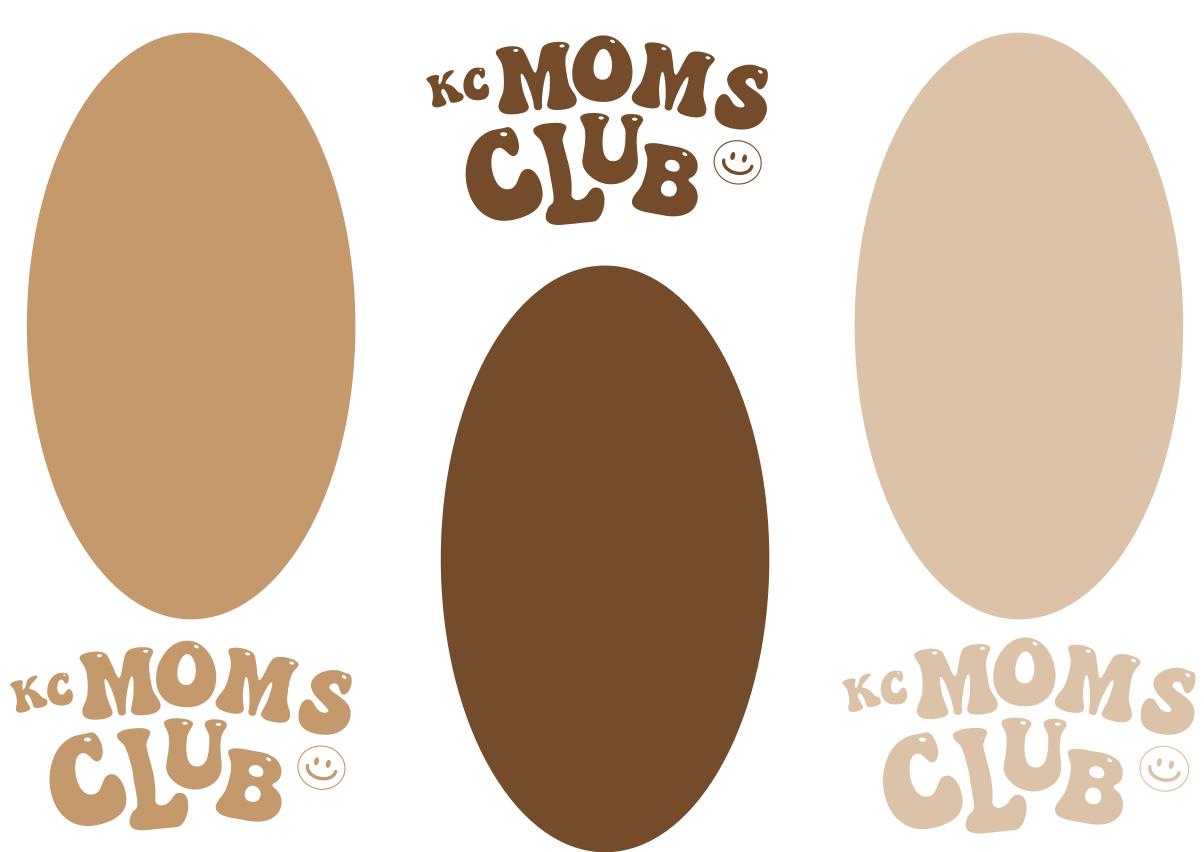
<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>





# KC MOMS CLUB KC MOMS CLUB

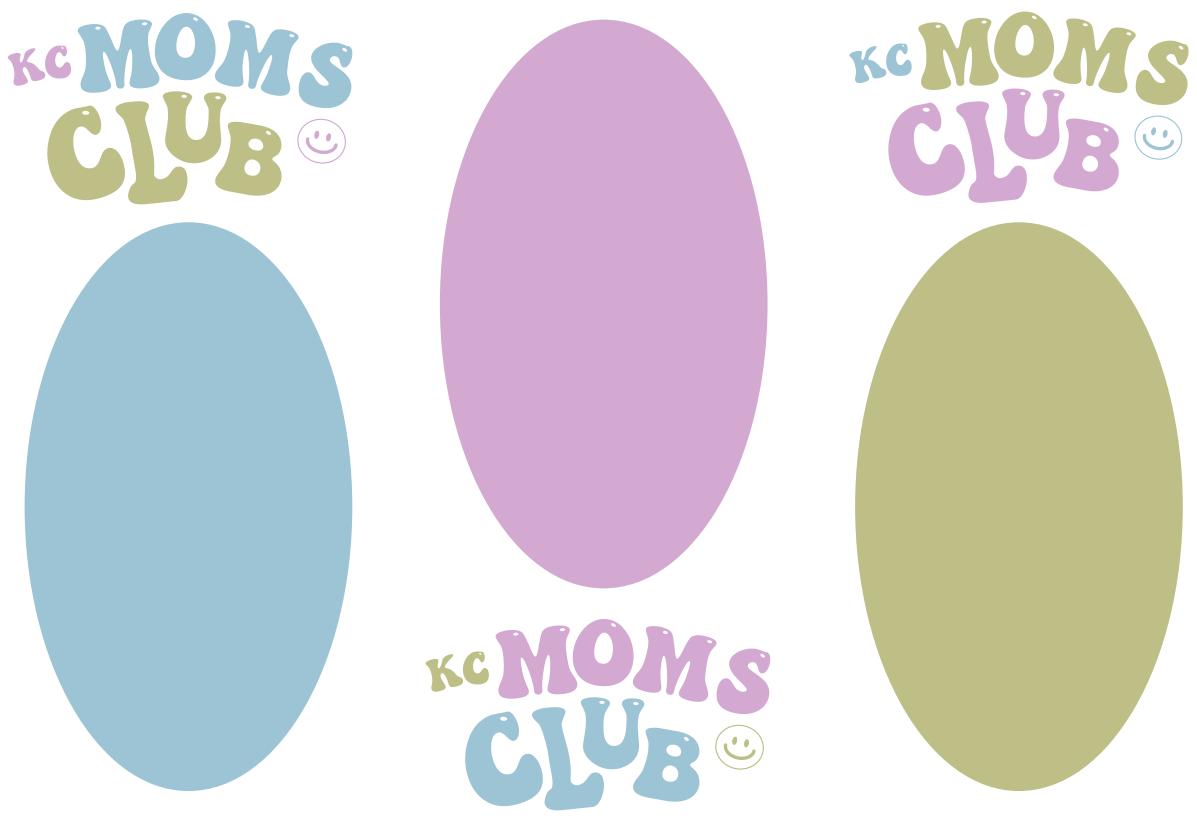
**The Neutral Palette** 





# KC MOMS CLUB KC MOMS CLUB

The Colorful Palette



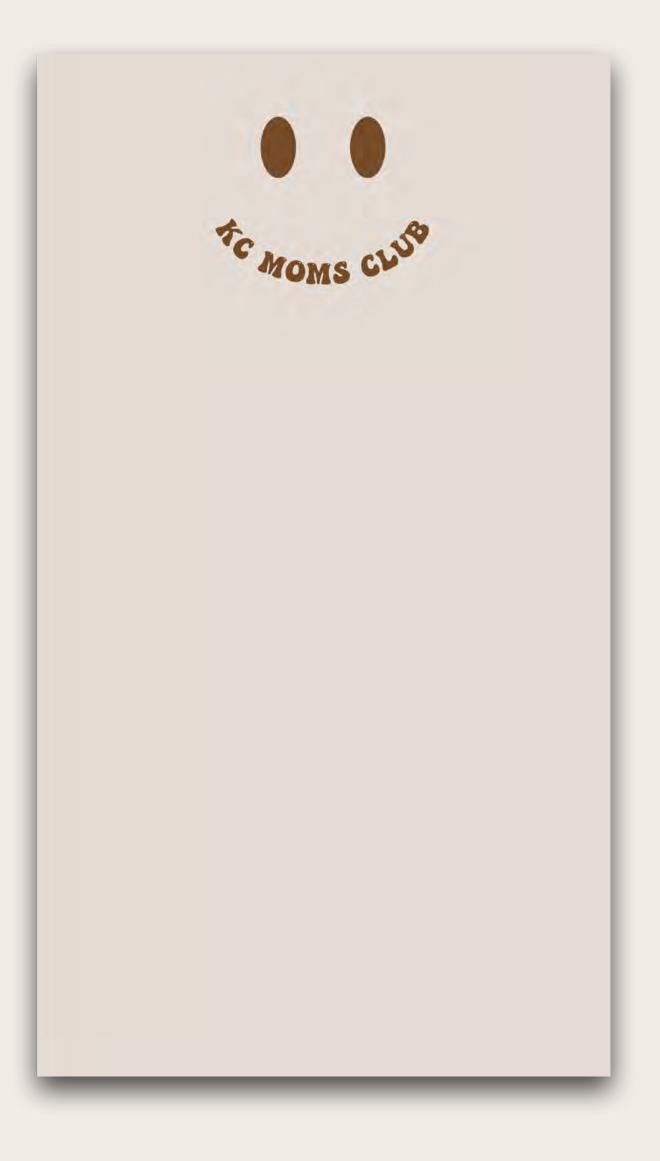


# KC Moms Club Logo



KC MOMS CLUB KC MOMS CI kc Moms Clu KC MOMS CI kc Moms Cly sc moms cli KC MOMS CLU

The Social Media Assets







<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>

Resumé + Rates

# RESUMÉ

### **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 <u>theBlogStack</u>: 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





# Social Media Content, Strategy, **Creation & Management**

\$45-\$75/hr

### Graphic, Logo, Print & Digital Design

\$45-\$65/hr

### **Presentation Design**

\$50-\$75/hr

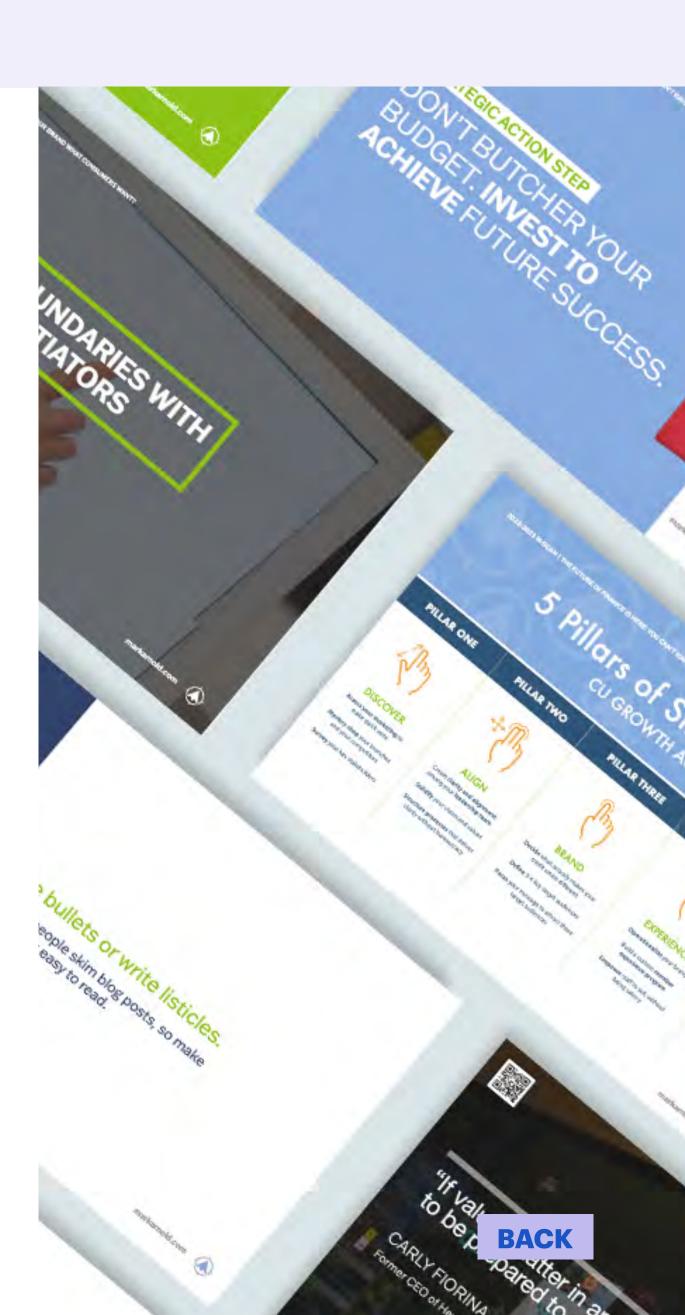
\$45-\$65/hr

\$250 for 2 over 1Q

<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>

# **Copywriting, Blogs & Captions**

# **Custom Social Media Content Ideation List**





<u>cayliehausman@gmail.com</u> | <u>cayliehausman.com</u>