

PORTFOLIO

Caylie Hausman

cayliehausman@gmail.com | cayliehausman.com

SKILLS

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

RESUMÉ

MEET THE DESIGNER

My name is Caylie. I'm passionate about **crafting marketing materials that are brand-centric**. From start to finish my favorite part of the job is **creating something that works for you and your brand**.

With a background in marketing and advertising, I am skilled in creating engaging visual designs, social media content, branding strategies and copy. I can be **the freelancer to fill in where your brand needs it**, so that your marketing materials are the best they can be.

I'm excited to work with you to create **unique work that will serve for your brand**.

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.

MANAGEMENT LEADING THE BRAND

BRANDING PLAN

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OVERVIEW: BRAND BASICS

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

- 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 Word, Line Color and Type

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

LEADERSHIP BLINDSPOTS

WAYS TO SURE YOUR BLIND SPOTS

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

FIVE PILLARS OF STRATEGIC GROWTH

STRATEGIC ACTION STEP

CREATE
CLARITY AND
ALIGNMENT AT
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.*

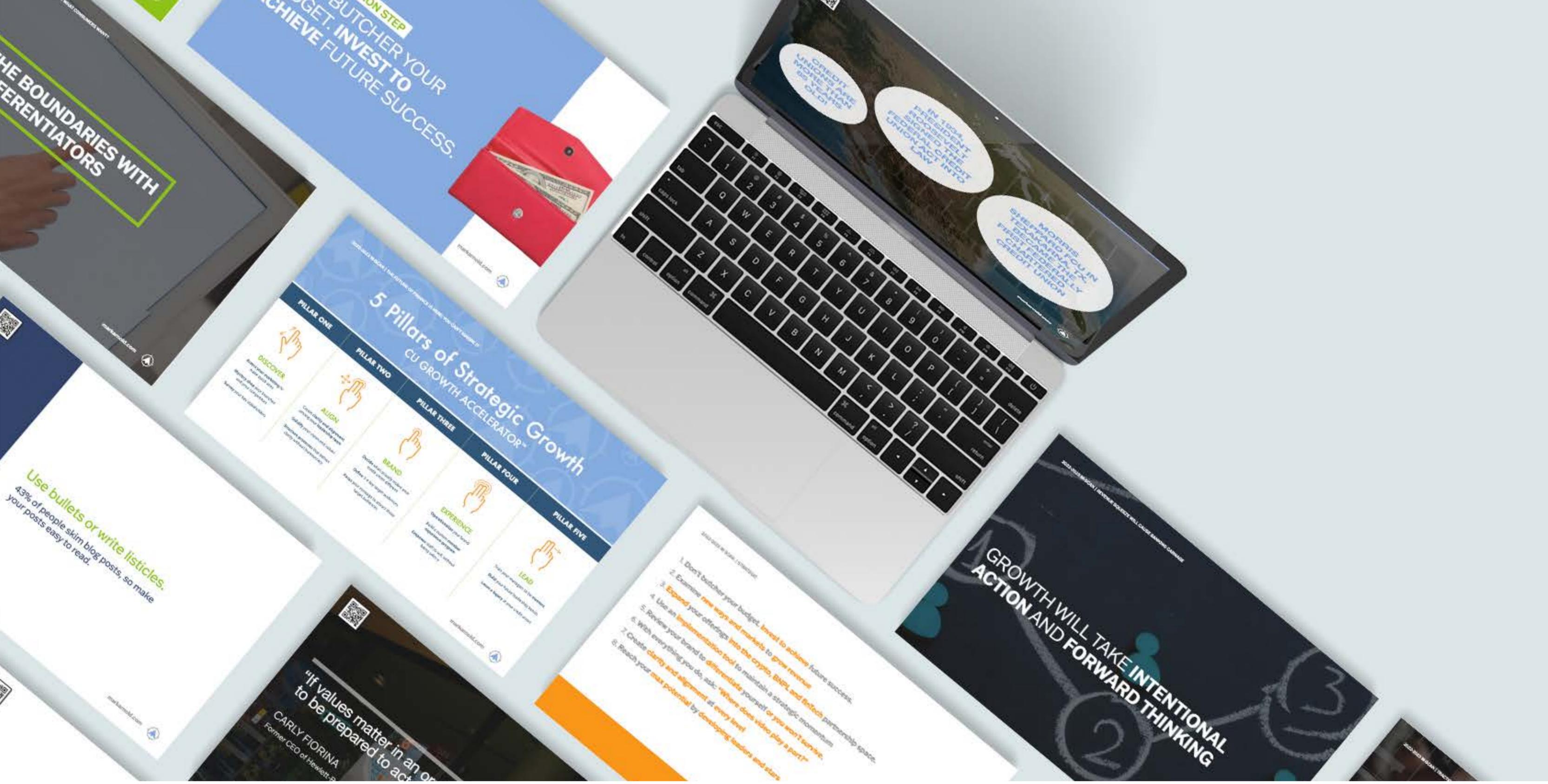
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PRINCIPLES FOR SOCIAL MEDIA

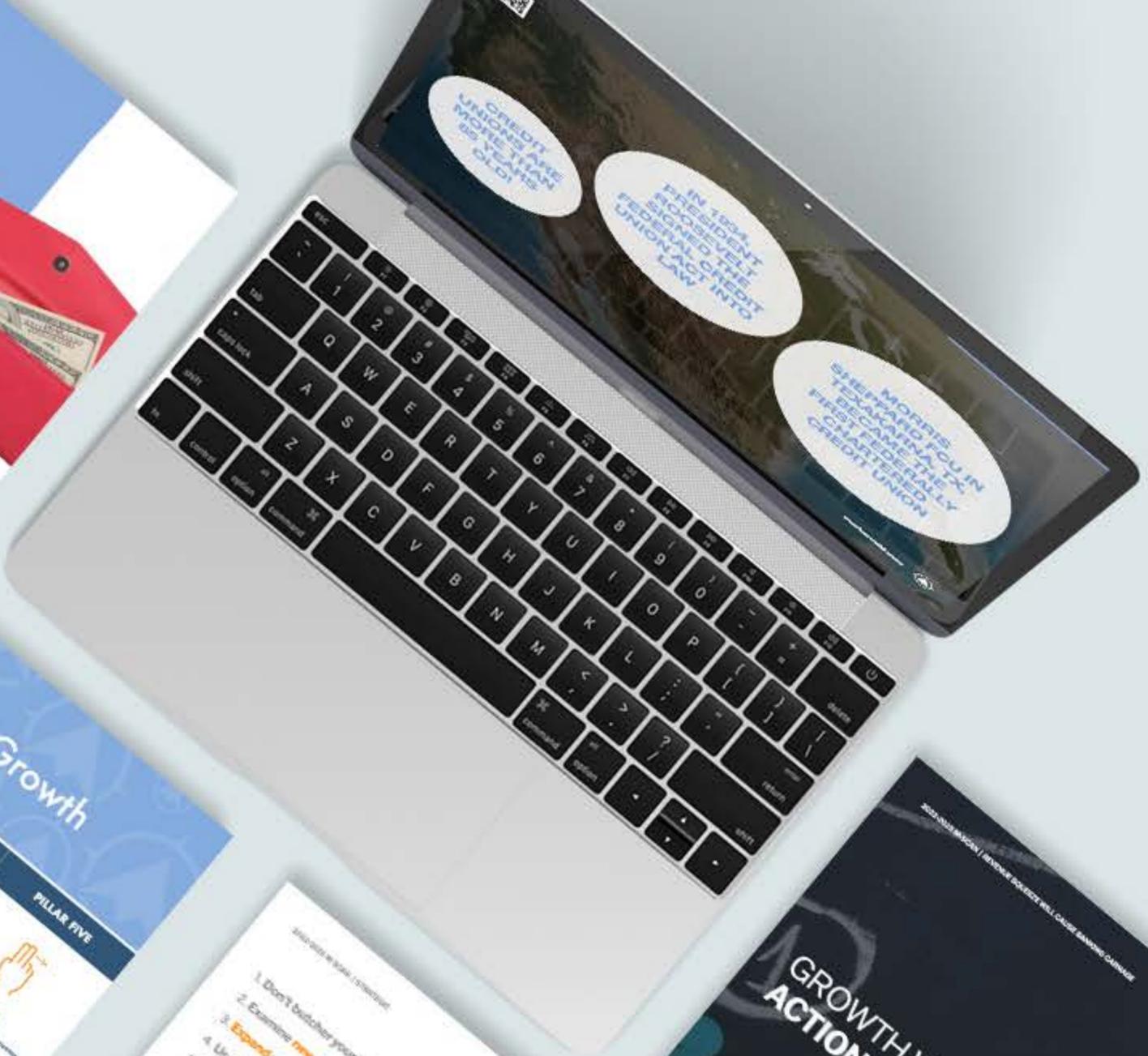
**OLUTION IS THE
CT OR SERVICE
MARKETING**

markamold.com



3RD STEP
BUTCHER YOUR BUDGET. INVEST TO ACHIEVE FUTURE SUCCESS.

THE BOUNDARIES WITH DIFFERENTIATORS



CREDIT UNIONS TAKE MORE THAN 100 YEARS TO GROW OLD!

IN 1824, PRESIDENT MONROE SIGNED THE FEDERAL ACT OF CREDIT UNIONS INTO LAW

MORRIS DEPAULINO, CEO OF CREDIT UNION FIRST FEDERAL BANK, IS THE FIRST PRESIDENT OF THE CREDIT UNION

5 Pillars of Strategic Growth

CU GROWTH ACCELERATOR™

- PILLAR ONE: DISCOVER**
Identify your strengths and weaknesses. Know your market and your competitors. Research your opportunities.
- PILLAR TWO: ALIGN**
Coordinate and align your goals and objectives. Identify your core values and mission statement. Develop a strategic plan.
- PILLAR THREE: BRAND**
Define your brand identity and voice. Develop a brand strategy. Create a brand identity.
- PILLAR FOUR: EXPERIENCE**
Develop your brand experience. All customer touchpoints should be consistent and aligned with your brand.
- PILLAR FIVE: LEAD**
Set your purpose and vision. Engage your team. Inspire your team to achieve their best.

Use bullets or write listicles.
43% of people skim blog posts, so make your posts easy to read.

1. Don't butcher your budget. Invest to achieve future success.
2. Examine *new ways and markets* to grow revenue.
3. Expand your offerings *into the crypto, ESG, and Ethical* partnership space.
4. Use an *implementation tool* to maintain a strategic momentum.
5. Review your brand for *differentiating yourself* or you won't survive.
6. With everything you do, ask: *"where does video play a part?"*
7. Create *clarity and alignment* at every level.
8. Reach your *max potential* by developing leaders and stars.

GROWTH WILL TAKE INTENTIONAL ACTION AND FORWARD THINKING

"If values matter in an organization, they have to be prepared to act on them."
CARLY FIORINA
Former CEO of Hewlett-Packard

2022-2023 M-SGAN | STRATEGIC

1. Don't butcher your budget. **Invest to achieve** future success.
2. Examine **new ways and markets** to grow revenue
3. **Expand** your offerings **into the crypto, BNPL and finTech** partnership space.
4. Use an **implementation tool** to maintain a strategic momentum
5. Review your brand to **differentiate** yourself or you won't survive.
6. With everything you do, ask: **"Where does video play a part?"**
7. Create **clarity and alignment** at every level
8. Reach your **max potential** by **developing leaders and stars**

markarnold.com



"If values matter in an organization, you have to be prepared to act consistently."

CARLY FIORINA
Former CEO of Hewlett-Packard

values matter in an organization, you have to be prepared to act consistently."

CARLY FIORINA
Former CEO of Hewlett-Packard

2022-2023 M-SGAN | THE FUTURE OF FINANCE IS HERE, YOU CAN'T IGNORE IT

STRATEGIC ACTION STEP

DON'T BUTCHER YOUR BUDGET. **INVEST TO ACHIEVE** FUTURE SUCCESS.



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CUT THE COPY

Use bullets or write listicles.

43% of people skim blog posts, so make your posts easy to read.

2022-2023 M-SGAN | THE FUTURE OF FINANCE IS HERE, YOU CAN'T IGNORE IT

5 Pillars of Strategic Growth

CU GROWTH ACCELERATOR™

PILLAR ONE	PILLAR TWO	PILLAR THREE	PILLAR FOUR	PILLAR FIVE
 <p>DISCOVER</p> <p>Assess your marketing to make quick wins</p> <p>Mystery shop your branches and your competitors</p> <p>Survey your key stakeholders</p>	 <p>AUGN</p> <p>Create clarity and alignment among your leadership team</p> <p>Solidify your vision and values</p> <p>Structure processes that deliver clarity without bureaucracy</p>	 <p>BRAND</p> <p>Decide what actually makes your credit union different</p> <p>Define 3-4 key target audiences</p> <p>Focus your message to attract those target audiences</p>	 <p>EXPERIENCE</p> <p>Operationalize your brand</p> <p>Build a custom member experience program</p> <p>Empower staff to sell, without being salesy</p>	 <p>LEAD</p> <p>Train your managers to be mentors</p> <p>Build your future leadership bench</p> <p>Leave a legacy at your credit union</p>

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THE FUTURE OF FINANCE IS HERE

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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.

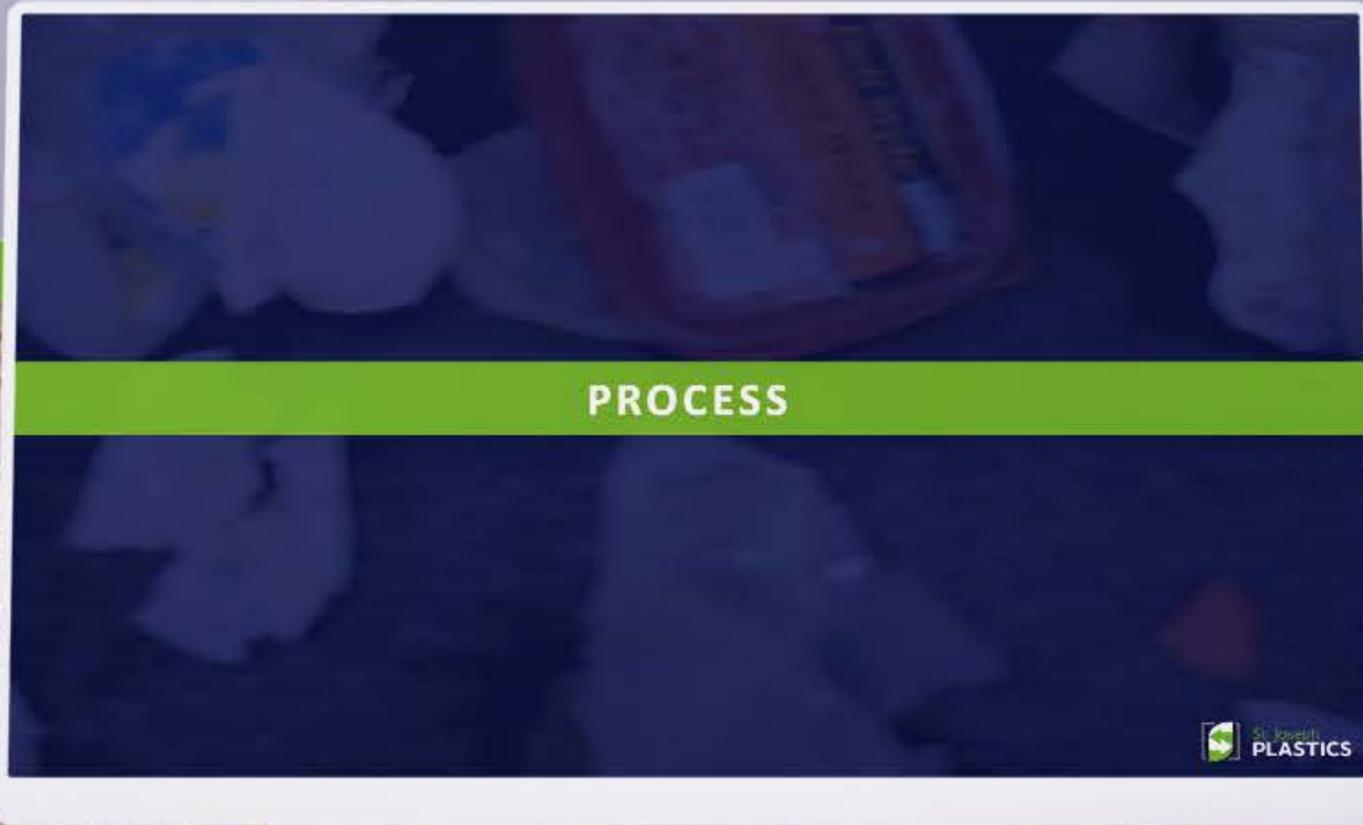
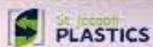
I have worked with them in several capacities, including creating a presentation about their process, social media, and writing some press releases. The challenge when working with them is keeping to industry information and not revealing anything confidential or proprietary. To accomplish that for this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

RECIRCULATED AND READY FOR COMPOUNDING



POST CONSUMER PROCESSING: WASHING



PROCESS



POST CONSUMER PROCESSING: COMPOUNDING



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.



a b c d e f g h
i j k l m
n o p q r s
t u v w x y z

dayfall

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



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.



l

l

The second tittle al
more versatility in

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.

This ligature came about as a
of totality. The playfulness of
the collaboration of two letters
both totality and community, wh
that were ever present as I vie

fi

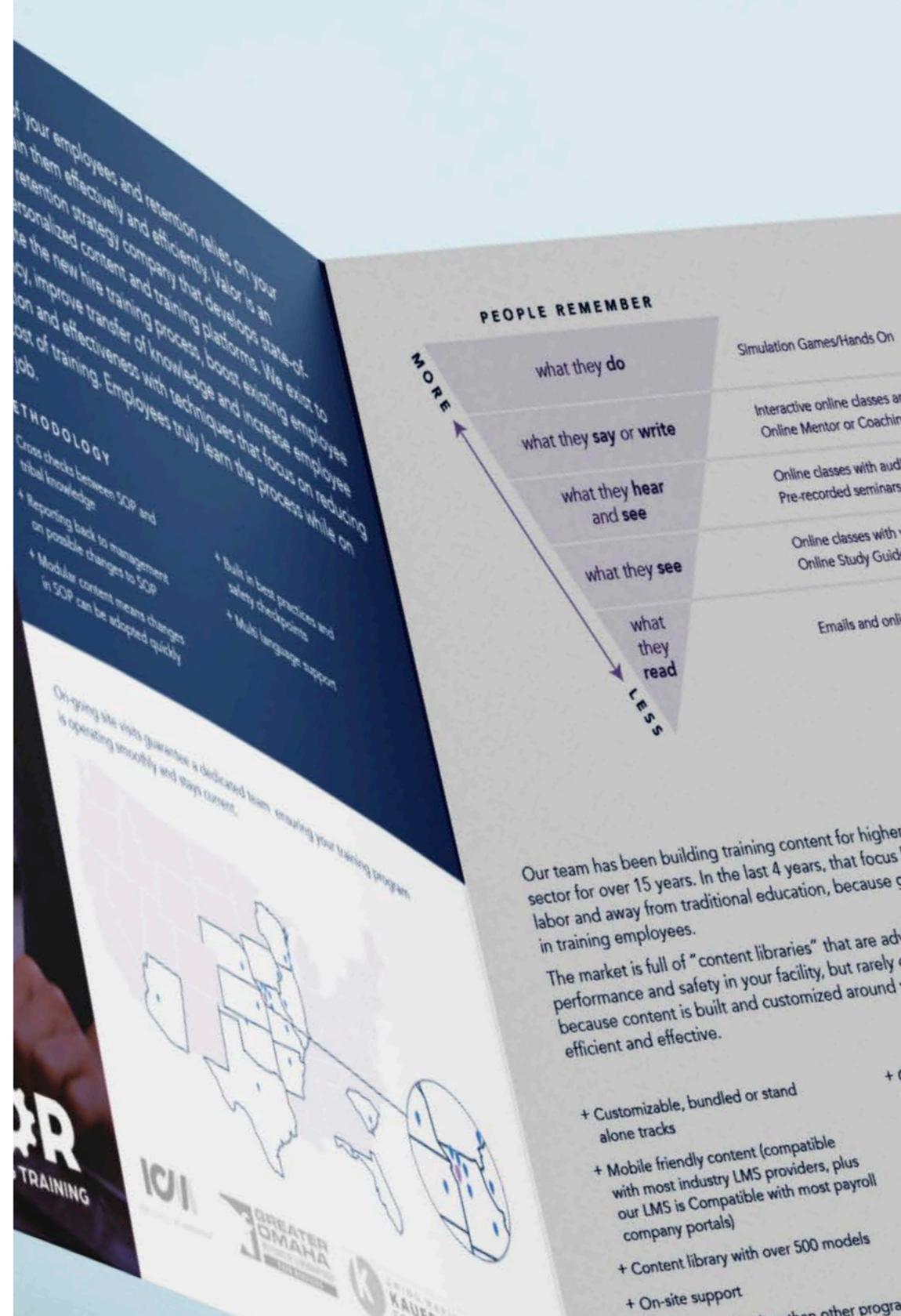
Valor

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.](#)

SF

SPRUNG
FORMAL

issue xiii

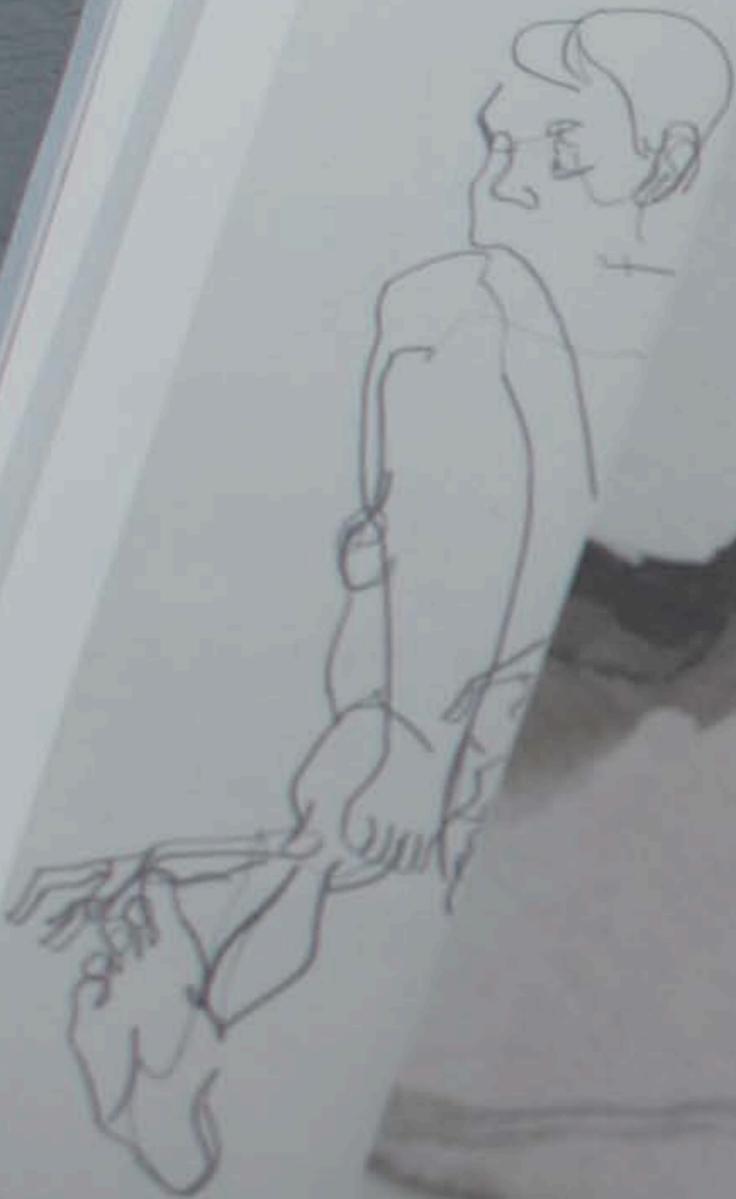
Smug Vacuum ☑ Kyle Suarvasach

fleeing like vhs tapes, fleeing like 9/11, i am a mountain of frying pan fire, i stumble to your wine glass complexion and burn through your wick, your stare is lined with fleece, soaked in requil, i am a polka-dancing husband with a steaming throttle, whose voice is thrown, out into the depths of Borneo, into the purse of mary magdalene as a rain check for a hotter time to strike, to rip through feathered woods and splatter across your cracked pavement leading street children, luring them out for capture, seize the child, rugged and chafed, flushed with contempt, lacking metaphors and methadone, weapons of mass incarceration, a hundred cold hands rubbing together above an ashen flame, i am a mountain of frying pan fire and i burn through bones like wick, i smell the gospel from tired souls and wash them down with Corona Light, i set my rumba at fucking max speed and i close my eyes

It was during something bad, my husband was not doing him to 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 wrong and how he suspects it happened. I watch the guy nod, then slowly 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 how we fix things now. The tools and lawn mower 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 better and knew the intricate knots of a snare that could pop a rabbit's leg right out of the socket. He says he will never forget the sight of the animals thrashing in the wire, caught in the terrible leghold over the entrance to the hole. We have a picture of that little boy with a rabbit slung on his shoulder. The boy's eyes are miles like the rabbit's lifeline black beads, two dark pits that trap light down inside. But the memories, my husband assures me, are pleasant. I wonder if all memories change when you lose something so integral to your being, if I would remember featureless legs with tendons if I were not all at the knees.

We adjusted to the practical chores, I took over most of the hard ones, driving, shoveling snow, doing anything that requires a relative by straight line. My husband does the other things: Fall the trees, grill the dog. Mostly he walks around bumping his knees on furniture. I sometimes forget to move chairs back after I vacuum.



Fate Conference Catalog

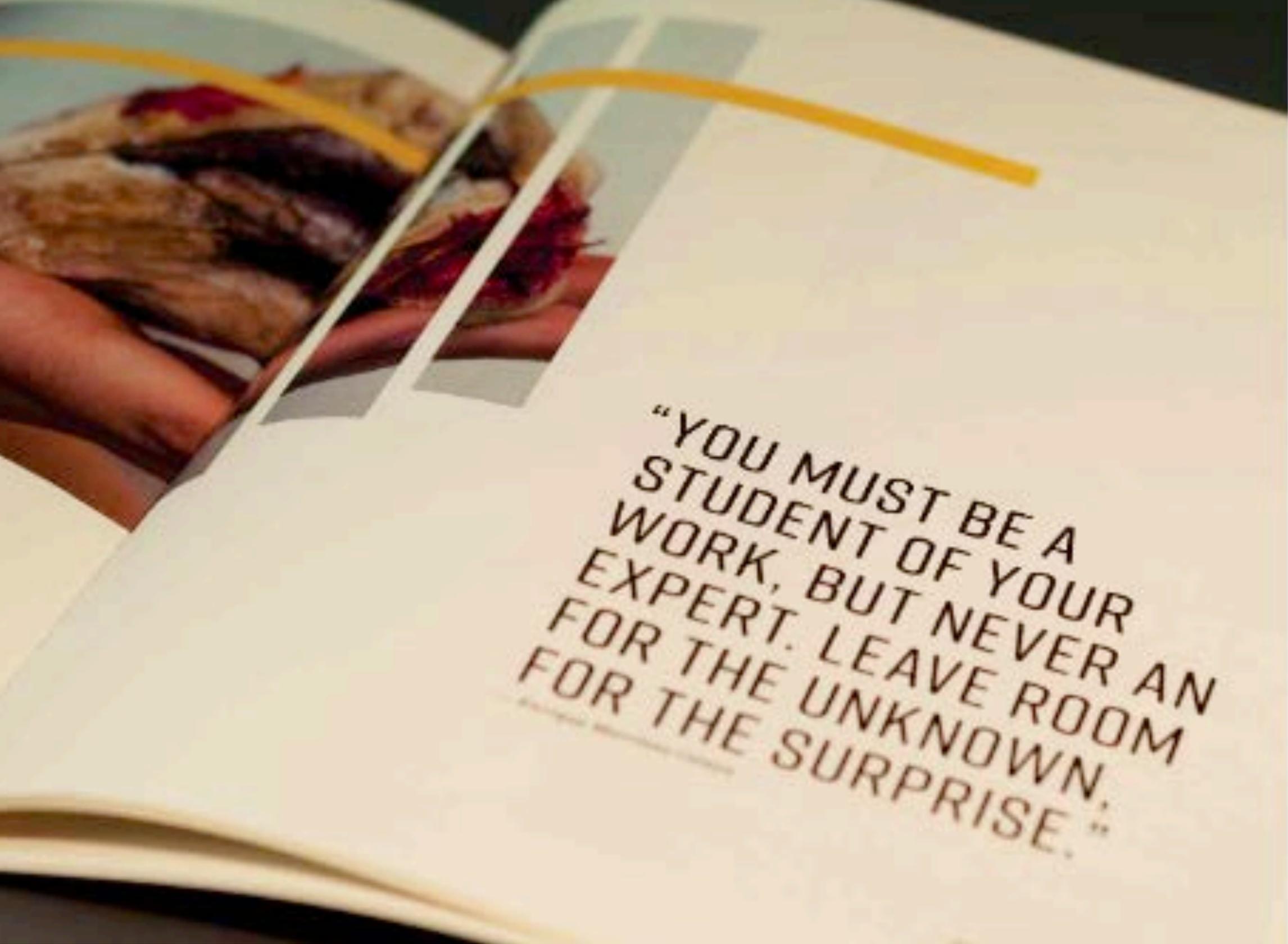
Project Story

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.



“YOU MUST BE A
STUDENT OF YOUR
WORK, BUT NEVER AN
EXPERT. LEAVE ROOM
FOR THE UNKNOWN;
FOR THE SURPRISE.”

SALON IA, IB, 2

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

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 Shxw'ha: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

MEME, MYSELF, AND I
David Janssen Jr. Univ. of Idaho

A BRIEF HOMILY ON AESTHETICIZED PEDAGOGY &
PREACHING-FOCUSED CREATIVE PRACTICES
William Alkire St. Mary's Univ. of Minnesota

**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*

PAVILION VII
**TO INFINITY AND BEYOND: A PUBLIC SERVICE AN-
NOUNCEMENT (PSA) BUDGET OVER-**

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: Apr 1-8 | Shipping: \$10.07 | Ratings: 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

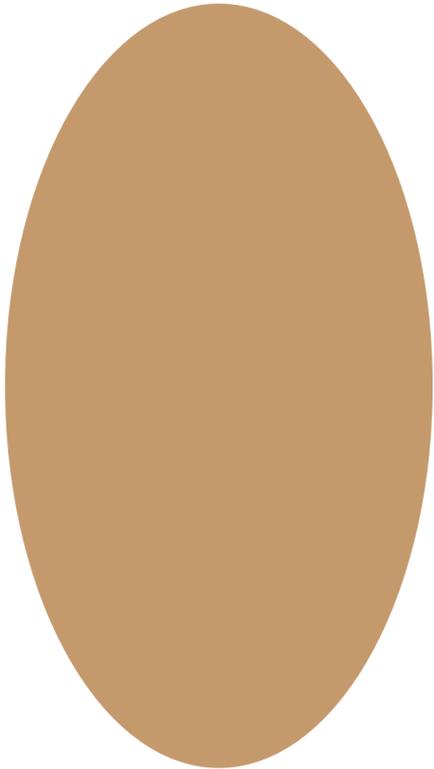
Not sure if KAN CITY MOMS CLUB would look better or KC

KC MOMS
CLUB ☺

**KC
MOMS
CLUB**

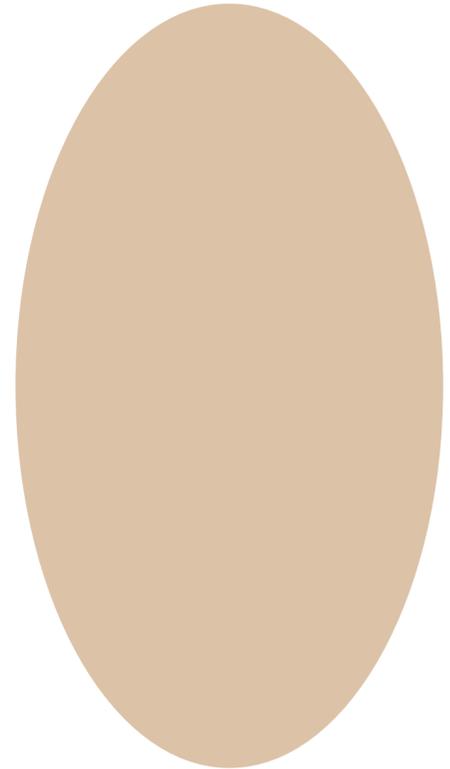
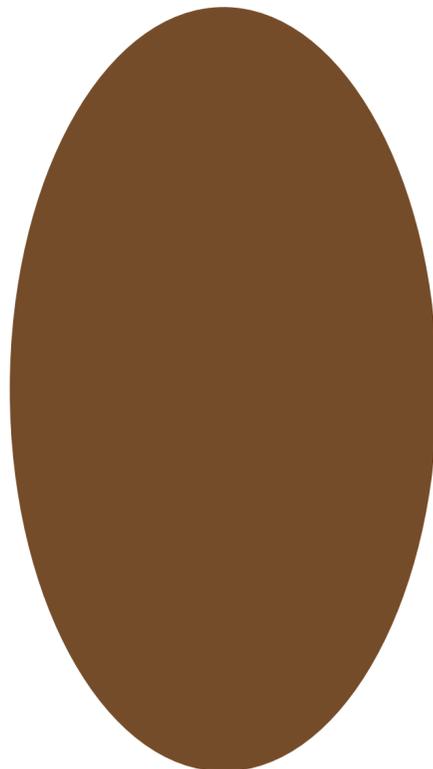
The logo consists of three lines of text in a bold, rounded, brown font. The first line is 'KC', the second line is 'MOMS' with a smiley face (a circle with two dots for eyes and a curved line for a mouth) inside the letter 'O', and the third line is 'CLUB'.

KC MOMS CLUB
KC MOMS CLUB



KC MOMS CLUB 😊

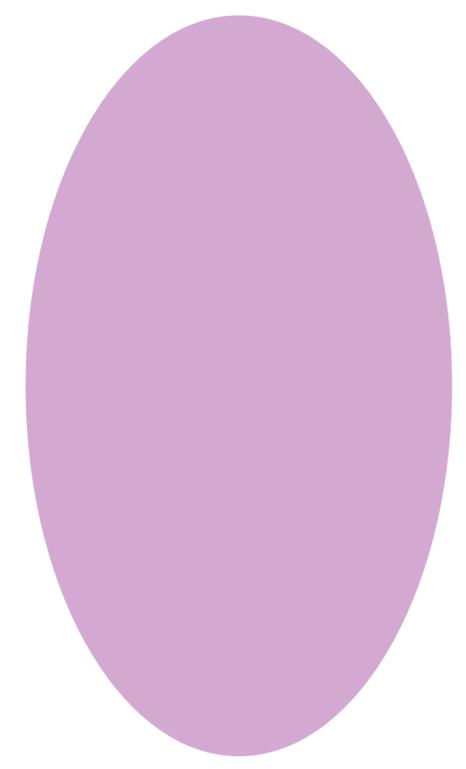
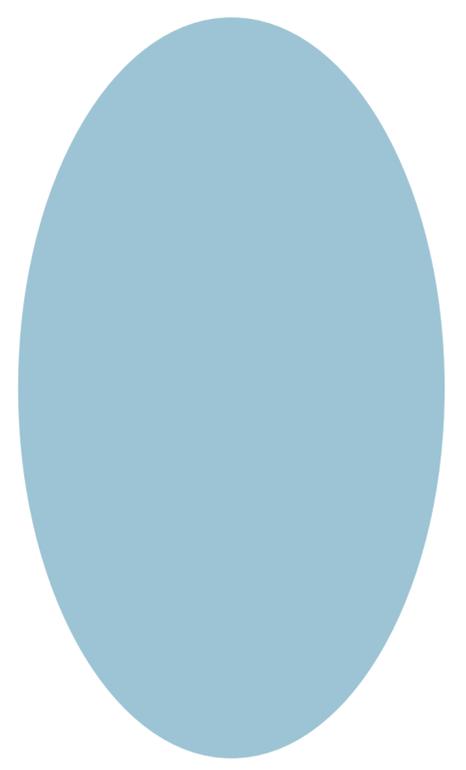
KC MOMS CLUB 😊



KC MOMS CLUB 😊

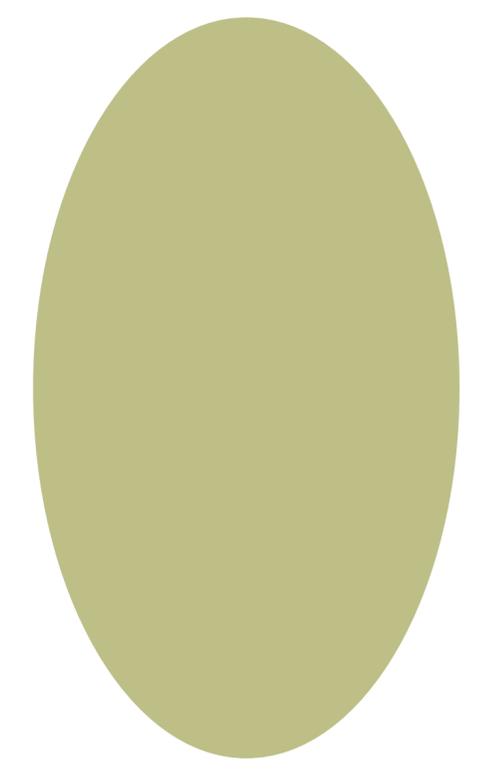


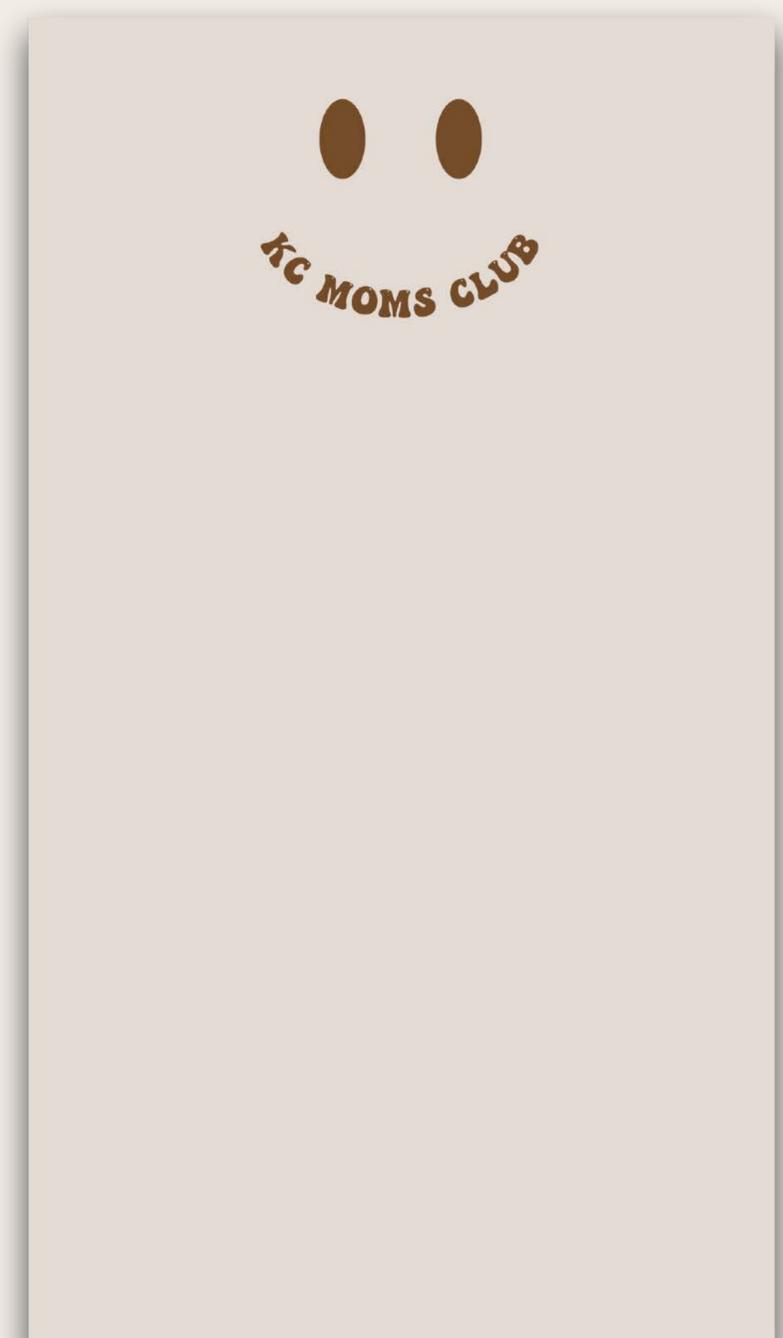
KC MOMS CLUB ☺



KC MOMS CLUB ☺

KC MOMS CLUB ☺





COLLABORATE

Resumé

EDUCATION

BFA, The Kansas City Art Institute

SKILLS / SERVICES

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

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 monthly 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

Thank You 🙏