

# KAITLYN ZBLEWSKI

Wausau, WI | 920-647-0447 | kaitlynzblewski@gmail.com

## EDUCATION

**Bachelors of Fine Arts  
Graphic Design** | 9/15 - 12/19

*University of Wisconsin—  
Stevens Point*

## AWARDS

**Excellence Award in  
Foundation Level Work**

*2016 Edna Carlson Gallery  
Juried Student Exhibition*

*Stevens Point, WI*

**SCULPT Award for  
Excellence in 3D Work**

*2016 Edna Carlson Gallery  
Juried Student Exhibition*

*Stevens Point, WI*

## EXHIBITIONS

**Salon des Refuses**

*2018 IDEA Center  
Group Exhibition*

*Stevens Point, WI*

**Juried Student Exhibition**

*2016 Edna Carlson Gallery*

*Stevens Point, WI*

## SKILLS

- InDesign
- Illustrator
- Photoshop
- Premier
- Dreamweaver
- Procreate
- Figma
- HTML/CSS
- Blender
- Trello
- Teams
- Workfront
- Slack
- Google Suite
- Microsoft Suite
- Apple Suite

## WORK EXPERIENCE

**Production Artist** | 12/19 - 04/23

*Marshfield Clinic Health System — Marshfield, WI*

- Work alongside Marketing and Communications to build campaigns and develop high-quality assets based on customer and service-line need.
- Brand campaigns with a visual identity informed by demographic analytics and market research.
- Meet directly with healthcare leaders to understand their need and formulate design solutions that are both functional and cost-efficient.
- Maintain Marshfield Clinic Health System's visual branding and recognizability.
- Storyboard high-budget commercials and informational videos.
- Create custom infographics, illustrations, or purchase photos to accompany weekly blog posts on Shine365.
- Hard-code HTML for weekly automated announcement emails through Weltok.

**Graphic Design Intern** | 01/18 - 12/19

*Marshfield Clinic Health System — Marshfield, WI*

- Prepare, package, and ship deliverables according to their file delivery standards. This includes print, digital ads, web, mobile, social media, email, presentation, video, and broadcast.
- Assist with composition, lighting, and costuming during video and photo shoots.
- Help create and maintain in-house stock photography.
- Format Patient Education books and manuals based on Medicare accessibility guidelines.
- Work with USPS to create address templates for patient letters and self-mailing postcards.

**Freelance Visual Designer** | 2020 - Present

*Marshfield, WI | Wausau, WI*

- Rework or develop branding and logos for 3 local businesses.
- Create over 50 custom artworks and character designs for 30 commissioners.