

kylie gotzfried

art director + photographer

kyliegotzfried.com
kyliegotz@gmail.com
734.788.0552

Experience

Art Director | MRM Detroit

May '22 - Current

- * Creates integrated, multi-channel campaigns
- * Develops bold, insight-driven visuals & emails
- * Oversees video & photography productions
- * Maintains consistent on-brand standards while crafting elevated design solutions

Freelance Art Director | Lofty Pops & Marilyn's Detroit

May '25 - Current

- * Translates brand standards into various freezer formats and in-store signage
- * Develops production-ready creative assets to be used as-needed, in template formats
- * Guides design, copy and production process

Art Director | Achatz Handmade Pie Co. & Pie Collective

May '20 - May '22

- * Established brand's first identity in 25+ years
- * Executed development of all creative assets
- * Led all company creative needs, including; photography, packaging, trade booths, signage, web/social/email, copy, merch, etc.

Internships

Photo/Social Intern | Dutton Farm & Shop Everybody

'19 - '20

Photo/Social Intern | Marilyn's Detroit

'19

Photo Intern | Shinola Detroit

'18

Education

BFA | College for Creative Studies

May '20

Advertising, Photography

Skills

Adobe Creative Suite

InDesign, Illustrator, XD, Photoshop, Lightroom, After Effects, Premiere Pro

Design Disciplines

Graphic, Web, Brand, Motion, Experience, Print, Digital, UX/UI, Packaging, Publication

Photography

Lifestyle, Studio, Retouching, Video, Video Editing, Set Management

Production

Project Management, Concept Development, Event Planning, Storyboarding

