

KAYCEE VOSBERG

CONTACT

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ABOUT

Creative and results-driven Graphic Designer with 7 years of experience crafting visually compelling presentations, marketing collateral, and social media content. Adept at translating complex concepts into simple, intuitive graphics including charts and data visualizations. Known for collaborating cross-functionally, managing multiple fast-paced projects, and maintaining consistency across design systems and brand communications.

SKILLS

- Presentation Design
- Visual Storytelling
- Infographic Design
- Brand Consistency
- Cross-Functional Collaboration
- Project Prioritization
- Fast-Paced Environments
- Complex Idea Simplification
- Leadership
- Strong Typography and Layout Systems
- Digital Campaigns
- Event Design
- Web and Email Assets

TOOLS

- Figma
- Adobe Creative Suite
- Illustrator
- Photoshop
- Wix
- Elementor
- Lightroom
- InDesign
- Canva
- Advanced PowerPoint Presentation Design
- Video Editing and Motion Graphics
- Familiar with Agency Workflows and Management Tools (Monday.com, Asana)

EDUCATION

- **Associates Degree in General Studies** 2012 - 2014
Barton County Community College
- **Bachelor of Science in Art Education** 2014 - 2016
Kansas State University
- **Certificate in Multimedia Graphic Design** 2017 - 2018
Front Range Community College

EXPERIENCE

- **Graphic Designer** 2022 - 2025
Fortress Athletics
Created branded event presentations and supporting graphics. Led the design and branding for mission-driven powerlifting events that celebrated strength, inclusion, and community. For the Goddesses of Steel Powerlifting Meet, a fundraiser supporting victims of domestic violence, I designed posters, event shirts, social media graphics, a custom logo, and a large-format event banner that embodied empowerment and resilience. For Built Strong, benefiting Special Olympics Powerlifting, I developed inclusive and uplifting visuals across shirts, posters, social graphics, and branded signage to highlight the athletes' strength and spirit. Each project blended bold design with a meaningful cause, helping to elevate awareness, boost attendance, and unify participants under a shared mission.
- **Graphic Designer** June 2025
Sheridan County Fire Department
Designed a modern, professional logo that reflects the strength, dedication, and community spirit of the Sheridan County Fire Department.
- **Director of Graphic Design** 2021 - 2025
Marketing Maven Consulting
Directed creative strategy and visual design for client brands including Vap Construction, SurePoint Ag Systems, and Mid Kansas Auto Auction. Managed a team of designers and worked cross-functionally with marketing strategists to produce high-impact campaigns across digital, print, and social platforms. Oversaw brand development and ensured consistency in tone, style, and storytelling across all deliverables. Translated complex concepts into intuitive, on-brand visuals—ranging from marketing collateral to pitch decks, infographics, and social content. Balanced hands-on design with project management and client presentations, consistently delivering tailored solutions optimized for each platform and audience.
- **Graphic Designer** 2021 - 2025
The Medicin | MushyLove
Executed product packaging and identity systems using Adobe Creative Suite. Collaborated with The Medicin and its sister brand MushyLove to craft intentional, nature-inspired branding that reflects their focus on wellness and functional mushrooms. Designed custom logos that captured each brand's identity—earthy, calming, and modern—while ensuring versatility across digital and print platforms. Developed eye-catching packaging that stood out on shelves and communicated clarity, trust, and quality.
- **Freelance Graphic Designer** 2018 - 2021
Various Clients