

KANDACE KUWAHARA

310.991.5263

Greater Los Angeles Area

Kandace@KayameInspired.com

KayameInspired.com

EMPLOYMENT HISTORY

KAYAME INSPIRED

CREATIVE FREELANCE DESIGNER

AUGUST 2015 – CURRENT

I am currently a Freelance Graphic Designer seeking a full-time position. I have experience in developing engaging and innovative digital and print designs for clients in a broad range of industries. I am highly adept at visual strategy, layout development, branding, and print and new media advertising. I have demonstrated success working in collaborative environments to conceptualize and execute effective marketing collateral.

TRANSAMERICA RETIREMENT SOLUTIONS

MARKETING DEPARTMENT

APRIL 2006 – SEPTEMBER 2015

Senior Graphic Designer (2010–2015)
Graphic Designer (2008–2010)
Contractor / Graphic Designer (2006–2008)

RELEVANT RESPONSIBILITIES:

Conceptualized and designed sales and marketing collateral, email campaigns, social media graphics, web graphics, logos, awards, invitations, presentations, newsletters, and proposals for Transamerica and for clients. Successfully directed creative materials from concept to production.

AWARDS AND ACHIEVEMENTS:

- 2013:** Customer Service Award: Designed a custom retirement planning assessment for a 70M client final presentation in under four hours
- 2011:** Recognized for outstanding contribution during the development of STARS awards communication suite. Met very tight deadlines without compromising quality or creativity
- 2010:** Promotion to Senior Graphic Designer
- 2009:** Employee Recognition Award: Implemented redesign for Transamerica branding

spcaLA

MARKETING DEPARTMENT

February 2005 – APRIL 2006

Communications and Marketing Specialist / Graphic Designer (2005–2006)
Humane Educator (2005)

RELEVANT RESPONSIBILITIES:

Designed marketing collateral, web assets, magazines, and apparel for the largest and oldest non-profit animal welfare agency in Los Angeles. Successfully directed creative materials from concept to production. Coordinated fundraising and outreach events.

AWARDS AND ACHIEVEMENTS:

- 2006:** Decreased printing and production costs by over 50% by recommending printing solutions
- 2005:** spcaLA created a Graphic Designer position for me after seeing how my designs effectively helped the Humane Education department
- 2005:** Presented over 50 humane education, programs. These prevention and intervention programs are designed to help create and sustain a culture of empathy and compassion, instilling positive attitudes towards animals.

MASS CONNECTIONS

MARKETING DEPARTMENT

January 2000 – February 2005

Graphic Designer (2002–2005)
Marketing Specialist (2001–2002)
Marketing Event Manager (2000–2001)

RELEVANT RESPONSIBILITIES:

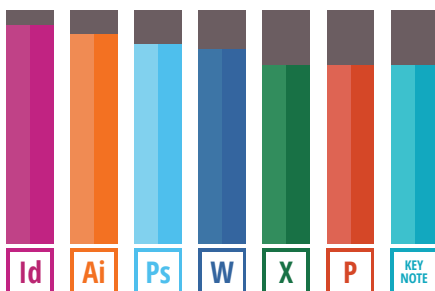
Conceptualized and designed sales and marketing collateral and merchandising displays for Retailers and Consumer Packaged Goods' (CPG) clientele. Designed corporate materials. Evaluated and negotiated supplier proposals and purchased marketing components for consumer promotions.

AWARDS AND ACHIEVEMENTS:

- 2004:** Supported a 26% increased net sales over the previous year
- 2002:** Promotion to Graphic Designer
- 2002:** Responsible for high-profile campaigns and joint-brand initiatives for major leading accounts such as Target, Walmart, Masterfoods, Neutrogena, and Procter&Gamble
- 2001:** Promotion to Marketing Specialist
- 2001:** Managed more than 20,000 promotional events in one year

SKILLS

Proficient in Adobe InDesign, Illustrator, Photoshop, Acrobat, as well as Microsoft Word, Excel, and PowerPoint, and Keynote.



EXPANSION



ADVENTURER

SIERRA CLUB, Outings Leader (2015)
WILDERNESS TRAVEL COURSE (Class of 2015)



INSPIRATIONAL

Jewelry designer / Personal development



VOLUNTEER

HOME OWNERS' ASSOCIATION, Treasurer
HOMEWARD BOUND, Feed the Homeless
MARINE MAMMAL CARE CENTER, Docent
WATTS PROJECT ANIMAL RESCUE, Fostering

EDUCATION



EL CAMINO COLLEGE

English Degree (Class of 1998)



AGAPE UNIVERSITY

Transformational Studies and Leadership (Class of 2017)

SOCIAL MEDIA EXPERIENCE

