



KYLE MANGIO

DIGITAL DESIGNER

WEB kylemangio.com **PHONE** 647-937-5888 **EMAIL** kylemangio@gmail.com

ABOUT ME

www.linkedin.com/in/kylemangio

With over 5 years of experience, I'm a highly creative and knowledgeable Designer with a strong background in developing and executing visual design concepts. I have a proven track record of increasing website traffic, reducing design time, and increasing brand recognition and engagement. I also have a demonstrated attention to detail and an ability to effectively collaborate with cross-functional teams to deliver projects and initiatives on-time, on-budget and with high-quality results.

EDUCATION

- Interactive Media Design - Seneca College**
Sept 2022 - April 2024
 - 3-D Design, Front End Web Development, Packaging, Graphic Design, Digital Marketing Strategies, Motion Graphics
- User Experience Design - UCLA Extension**
November 2021 - December 2021
 - User Research, Information Architecture, Wireframing, Prototyping, Usability Evaluation, Interaction Design, Visual Design, UI Design Tools, Responsive Design
- Bachelor of Arts in Multimedia Design - Benilde**
Aug 2014 - June 2018
 - BEST IN MULTIMEDIA CAPSTONE 2018
 - HONORABLE MENTION
- Digital Marketing - NuWorks Interactive Labs**
February 2018

WORK EXPERIENCE

- Resource Media Coordinator - The Salvation Army**
June 2024 - Present
 - Manage Gifts of Hope, including promotional materials and advertisements.
 - Support Partners in Mission campaign, generating over \$3 million.
 - Develop promotional materials for the Brighter Futures children's sponsorship program.
 - Provide operational support for marketing and media initiatives.
 - Create content for social media platforms (Twitter, Facebook, Instagram).
 - Manage the department's website
 - Organize content and write articles for newsletters and direct mail, generating \$1 million+.
 - Assist the Director of International Development in improving office systems and procedures.
- Senior Graphic Design Specialist - Full Circle**
April 2023 - June 2024
 - Developed and executed visual design concepts, resulting in a 20% increase in website traffic and conversion rates by creating visually appealing and user-friendly designs using software such as Adobe Illustrator and Photoshop
 - Led the implementation of a new visual design system, resulting in a 15% reduction in design time and a 20% increase in brand recognition by streamlining the design process and creating a consistent visual identity using design systems such as Figma and Sketch

HARD SKILLS

- Creativity & Communication - UI/UX
- Typography & Branding - Graphic Design
- Interactive Media - Motion Graphics, Video Editing
- Coding - HTML, CSS, JS, Git
- Project Management - Asana, ClickUp, Trello, Miro, GitHub, Figma
- Adobe Creative Suite
- MS Office Suite

SOFT SKILLS

- Attention to Detail
- Collaboration
- Time Management
- Adaptability
- Problem-Solving
- Critical Thinking Skills
- Interpersonal Skills
- Customer Service
- Decision Making
- Dependability



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WORK EXPERIENCE

Content Strategist - The Salvation Army

June 2023 - August 2023 (Summer Student)

- Created and designed content for online platforms (Facebook, Instagram, twitter) and written published works
- Supported the International Development Department with innovative presentations and ideas to engage individuals and the public in the ministry of International Development
- Provided secretarial and administrative duties
- Assisted the resource media coordinator in providing strategic and operational support to marketing and media initiatives
- Supported the development and implementation of promotional and fundraising materials
- Developed ideas for improving newsletters and other platforms

Graphic Designer - CommerceLabs

Feb 2022 - April 2023

- Produced and conceptualized graphics for Amazon listings, product videos & Insert cards
- Worked with design systems to develop and present prototypes for focus group evaluation
- Mentored junior designers and provided design guidance to improve standards of overall team output
- Created logos, illustrations and typography for various Amazon brands
- Developed creative design for print materials, brochures, banners, and signs

Lead Digital Designer - Sellermetrics Limited

March 2020 - September 2021

- Utilized typography techniques to create compelling designs
- Created artwork for product packaging and promotional materials
- Created 3D models and animation for video games and other interactive projects

Front End Web Developer - Microsourcing

Feb 2019 - March 2020

- Worked with marketing team to deliver digital creative campaigns and initiatives
- Integrated enhancements into web design to improve user stickiness, smooth functionality, and boost load times
- Tested web-based product functionality and delivered iterations to customer
- Struck balance between functional and aesthetic designs while maintaining cohesive branding across sites
- Coded using HTML, CSS and JavaScript to develop features for both mobile and desktop platforms

Social Media Intern - Traveloka

April 2018 - June 2018

- Increased brand awareness and followers through social media campaign management
- Created content strategies for digital media
- Responded to comments, posts, and questions from various channels under supervision of Content Manager
- Devised effective link-building campaigns to increase website authority and visibility
- Assist in coordinating logistics, including venue selection, catering, transportation, and technical setup

Graphic Design Intern - Arriba Digital

November 2017 - December 2017

- Implemented feedback and suggestions from clients to improve designs
- Promoted company's events by designing marketing materials such as posters, digital invites and brochures
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones