

KYLE MITCHEL

ART DIRECTOR

CONTACT

630.699.5953
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Boca Raton, FL

SKILLS

Adobe Creative Cloud
Blender, Cinema 4D
Figma
DaVinci Resolve
Google Analytics
Wordpress
Javascript , HTML5, CSS, SASS

RECOGNITION

Employee of the Quarter
Q3 2023 @ GRUBBRR
Friends of the Arts Grant
Senior Show 2019
Student Annual 2019
“TELL” 2018

EDUCATION

Illinois State University
B.S. Graphic Design
Graduated May 2019

PORTFOLIO

kylemitchel.com

EXPERIENCE

GRUBBRR

Art Director

Feb 2023 - Present

Promoted from Graphic Designer July 2022 - Feb 2023

- Led all visual design, brand direction and UI/UX for a fast-growing SaaS company specializing in self-ordering technology for restaurants and retail.
- Oversaw creative development across digital, print, and video, ensuring cohesive brand identity across all marketing channels, partner campaigns, and product interfaces.
- Managed and mentored a small creative team, guiding concept development, visual storytelling, and execution for both internal and client-facing projects.
- Collaborated cross-functionally with product, development, operations, and sales teams to create assets that drive engagement and conversions.
- Developed a refreshed brand identity, including leading the design, development, and launch of a fully rebuilt website; modernizing the company's visual presence and improving usability, consistency, and conversion performance.

561 Media

Web/Graphic Designer

May 2021 - July 2022

- Designed and produced websites and marketing materials for a diverse client portfolio.
- Analyzed business needs and market trends to create cutting-edge, responsive, and scalable web designs.
- Enhanced existing design systems and created new brand identities aligned with client objectives.
- Partnered with the marketing team to deliver high-performing social media campaigns, utilizing effective visual strategies for both static and motion graphics.

CF Search Marketing

Graphic & Website Specialist

June 2020 - May 2021

- Built and maintained websites for automotive dealers nationwide; utilizing multiple industry-standard CMS platforms.
- Produced and updated digital assets optimized for consistent use across dealer web properties.
- Managed business data within Google's marketing ecosystem, including Google Tag Manager, Google Analytics, Google My Business, and YouTube.
- Conducted web performance evaluations and UX audits to guide site improvements and coordinate updates with clients.

Design Streak

Student Designer

Jan 2019 - May 2019

- Delivered a broad range of design work for clients on fast-paced project timelines.
- Developed modern, strategic design concepts based on client insights and project goals.
- Collaborated with peers and clients to create solutions aligned with brand, budget, and functional requirements.