

Kayla Shumaker

Multimedia Designer

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WORK EXPERIENCE

Social Media & Marketing Manager

High Test Gummies | July 2024 - Present

Utilizes Adobe Creative Suite to create engaging digital content; including custom illustrations, branding assets, and promotional graphics.

- Manages visual storytelling across social platforms; working within brand guidelines and increasing audience engagement by 26%.
- Develops concepts, visual designs, and copywriting for 100+ blog posts, 10+ newsletters, and other promotional materials.

Graphic Designer

Creative Arts Unlimited | February 2025 - September 2025

Designed immersive visuals for 10+ installations across hospitals, museums, and retail spaces, blending storytelling with ADA-compliant, large-scale graphics.

- Created custom illustrations for All Children's Hospital and UHealth Miami, improving patient experience and contributing to a 30% increase in satisfaction scores.
- Developed branded environmental graphics for Florida Fairgrounds and Ritz-Carlton Arcade, boosting visitor engagement and visual identity impact.

Artist and Founder

Ghostly Sunflower Co | January 2019 - Present

- Operate a personal brand specializing in oddity-based art, jewelry, and home décor, selling through monthly markets across Tampa Bay and online platforms.
- Design and handcraft original pieces including pinned butterfly taxidermy, bone-based jewelry, and screenprinted apparel, integrating dyed lace, resin molds, and mixed media embellishments.
- Manage end-to-end production, marketing, and sales operations, generating consistent revenue through custom commissions, social media promotions, and collaborations with local businesses like Deviant Libation.

Graphic Design Intern

Greater Public Studio | January 2024 - August 2024

- Spearheaded a mural at the University of South Florida as a Creative Director.
- Collaborated with a creative team of 7 people to produce custom artwork, concept sketches, and interactive designs.
- Applied color theory, visual hierarchy, and typography to enhance storytelling in immersive environments.

EDUCATION

Bachelor of Fine Arts in Graphic Design

The University of South Florida St. Petersburg | 3.96 GPA Summa Cum Laude

SKILLS

Design: Branding, typography, illustration, environmental and print design.

Marketing: Social media content, campaign visuals, email and ad creative.

Software: Adobe Illustrator, Photoshop, InDesign, After Effects, and WordPress.