

Kayla Byler

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Skills

Graphic design

Photoshop, InDesign, Illustrator, Ceros, Datawrapper, Flourish, Canva

Content management

Drupal, Arc, Wordpress, CCI NewsGate, Newscycle, WoodWing Studio

Film editing

Final Cut, Premier, After Effects, iMovie

Awards

Cleveland Press Club

All-Ohio Excellence in Journalism Awards: Single page, multiple page spread, illustration single image, multiple illustrations for one story, business publication cover, 2023

All-Ohio Excellence in Journalism Awards: Single page, 2022

Alliance of Area Business Publishers

Editorial Excellence Awards: Best overall design, 2022

Editorial Excellence Awards: Best overall design, 2023

Chicago Tribune Jones-Beck Awards

Print Production Specialist of the year, 2019

Society for News Design

Award of excellence, 2016

Education

The Ohio State University

Magna cum laude, class of 2014

B.A. Journalism

B.A. Film Studies

Experience

Crain Communications

Art Director *June 2021 - present*

- Direct all aspects of design for Crain's Cleveland Business
 - Hire and direct freelance photographers and illustrators for special projects
 - Manage budgets and ensure all deadlines are met
- Edit photos and create graphics for Crain's Chicago, New York, Detroit, Cleveland and Grand Rapids Business to support breaking news and enterprise stories
- Create interactive digital and print charts to easily communicate complex data
- Design graphics and craft posts for social media
 - Develop and manage templates that allow editors to easily post to social platforms
 - Conceptualized and created Crain's Cleveland most-viewed Instagram post
- Produce print and digital articles, advertisements and special sections for Crain's Content Studio clients, including projects that have directly resulted in renewals and brought in revenue
- Leading member of a task force to create a central design department for all Crain publications
 - Analyze workflow processes to create company-wide standards and establish design guides
 - Assess staffing to match designers strengths to company needs and create efficiencies

Tribune Publishing

Senior Print Production Specialist *April 2018 - June 2021*

- Managed a team to oversee design and production of the Tribune's suburban publications
- Worked with publications, including the Chicago Tribune and South Florida Sun Sentinel, on all aspects of design and production of daily print newspaper and special sections
 - Designed front pages on deadline featuring: Trump's impeachments, the Jan. 6 insurrection, the 2020 election and Jeffrey Epstein's arrest and trial
- Wrote headlines and display type, copy edited stories and proofed pages for print publications
- Budgeted, designed and edited the Chicago Tribune digital evening edition

Gatehouse Media Center for News and Design

Design Editor *May 2017 - April 2018*

- Led the design of the Dallas Morning News A section and oversaw design of the metro section
 - Designed front pages on deadline featuring: Hurricane Harvey, James Comey's congressional testimony and the 2017 Las Vegas mass shooting
- Trained and mentored new designers
- Wrote and edited display type, copy edited stories and proofed pages across all markets

Gannett Louisville Design Studio

News Designer *May 2014 - April 2017*

- Collaborated with local sites on layout and production of daily publications and special sections
 - Designed front pages on deadline featuring: the Indianapolis Star's investigation into USA gymnastics, Muhammad Ali's death, the 2016 election and Indianapolis Colts 'DeflateGate'
- Created conceptual illustrations for all sections

Additional experience

Nationwide Insurance, The American Red Cross, The Lantern (Ohio State University's student newspaper), Ohio State University Center for the Study and Teaching of Writing