

# 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