

# Kiley Loesch

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[kileyloesch.com](http://kileyloesch.com)

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[hello@kileyloesch.com](mailto:hello@kileyloesch.com)

Phone  
512-534-1063

## Project List

Mothers Day Experiential  
Mothers Day Print Design  
YoungND Identity  
YoungND Experiential  
Study Break Posters  
Life Beyond the ND Bubble  
Alma Mater Experiential  
Football Fridays Experiential  
ThinkND Wireframing  
Leadership Conference Identity  
Advent Marketing Campaign

*Kiley Loesch* STUDIO  
DESIGN AND  
PHOTOGRAPHY  
in the pines



# Kiley Loesch

Design & Marketing

PO Box 3986  
Pinehurst, NC  
28374

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## Intentional Design

Brand designs are more than just pretty symbols. Through my work, I analyze your brand values, company mission, and purpose. From there I transform and claim your brand positioning, target audience, brand personality, messaging and voice, to create a visual identity that's bespoke to you.

## Equipped with Experience

After receiving my BA in Graphic Design from McPherson College, I moved to Austin, TX where I worked in eCommerce at Volusion, designing and coding websites for two years. While I had no intentions of leaving the great state of Texas, my portfolio was stumbled upon and I accepted a position as Graphic Designer for the University of Notre Dame. There I was able to brand an entire Alumni Association from the ground up with my Creative Director, designing everything from logos to event installations and exhibits. I spent nearly six years at Notre Dame before I decided to leave to finish my MA from Savannah College of Art and Design in Visual Experience online. After working ten years in the field, I made the exciting decision to trust in my vision and branch out on my own, developing my own studio, Loesch Studio, based out of Pinehurst, NC.



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## Education

**MA Graphic Design and Visual Experience '20**  
Savannah College of Art and Design (SCAD), Savannah, GA  
**BA Graphic Design '10, Graduate Cum Laude**  
McPherson College, McPherson, KS  
**Art History Study Abroad '08**  
Intercollege, Nicosia, Cyprus

## Experience

### Owner & Designer

*Loesch Studio, Pinehurst, NC, June '19 to Present*  
At Loesch Studio, I work with small businesses to improve and expand their brand's reach through strategic brand marketing and website design.

### Marketing & Communications Graphic Designer

*ND Alumni Association, Notre Dame, IN, Oct. '13 to June '19*  
At Notre Dame, I initiated and lead the marketing and communications design process for all Alumni Association needs for events, conferences, affinity revenue programs, social media channels, and mobile and website properties (myNotreDame and other specialty sites) while adhering to the Notre Dame brand. The role included designing and creating concepts for email campaigns, social campaigns, logo design, web design, environmental graphics, videography concepts, and print design.

### Senior Designer

*Volusion, Austin, TX, Aug '11 to Oct '13*  
At Volusion I designed websites as well as branded and coded for a diverse range of clients. Volusion was a very fast-paced, high-quality firm which grew exponentially during my time there. I was also in charge of template restructuring with the CEO and Founder of the company to expand their "code-free" templates offered to clients not requiring custom solutions.

## Skill Set

### Software

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch  
Dreamweaver  
Adobe Acrobat  
iMovie

### Expertise

Concept Development  
Creative Direction  
Environmental Design  
Social Marketing  
Email Marketing  
Print Marketing  
Web + eNewsletter Architect  
HTML & CSS, Photography

## Honors & Recognition

- Achievement Honor Scholarship Graduate and Academic Honors Graduate Scholarship**, 2020-2017, SCAD
- Gold in Alumni Relations Program, Student Alumni Initiatives, Life Beyond the ND Bubble**, June 2019, CASE Awards
- Silver in Design: Posters, Christmas Study Break Posters**, June 2018, CASE Awards
- Bronze in Programming for Special Constituencies, The Daily Gospel Reflection: Spiritual Engagement for Alumni, Parents and Friends**, June 2018, CASE Awards
- Silver in Out-Of-Home Poster, Christmas Study Break Posters**, March 2018, Michiana Advertising Federation Awards
- Silver in Cross-Platform Integrated Campaign, Chapels of ND Campaign**, March 2018, Michiana Advertising Federation Awards
- Bronze in Out of Home & Ambient Media, Notre Dame Family Wines Installation**, March 2018, Michiana Advertising Federation Awards
- Bronze in Online Interactive-Social Media, Football Fridays Event Covers**, March 2018, Michiana Advertising Federation Awards
- Team Irish Award**, Faith ND, Sept. 2016, University of Notre Dame
- Gold in External Audience Newsletter (Digital)**, June 2015, CASE Awards
- Bronze in Communications Program Improvement**, June 2015, CASE Awards

### Professional

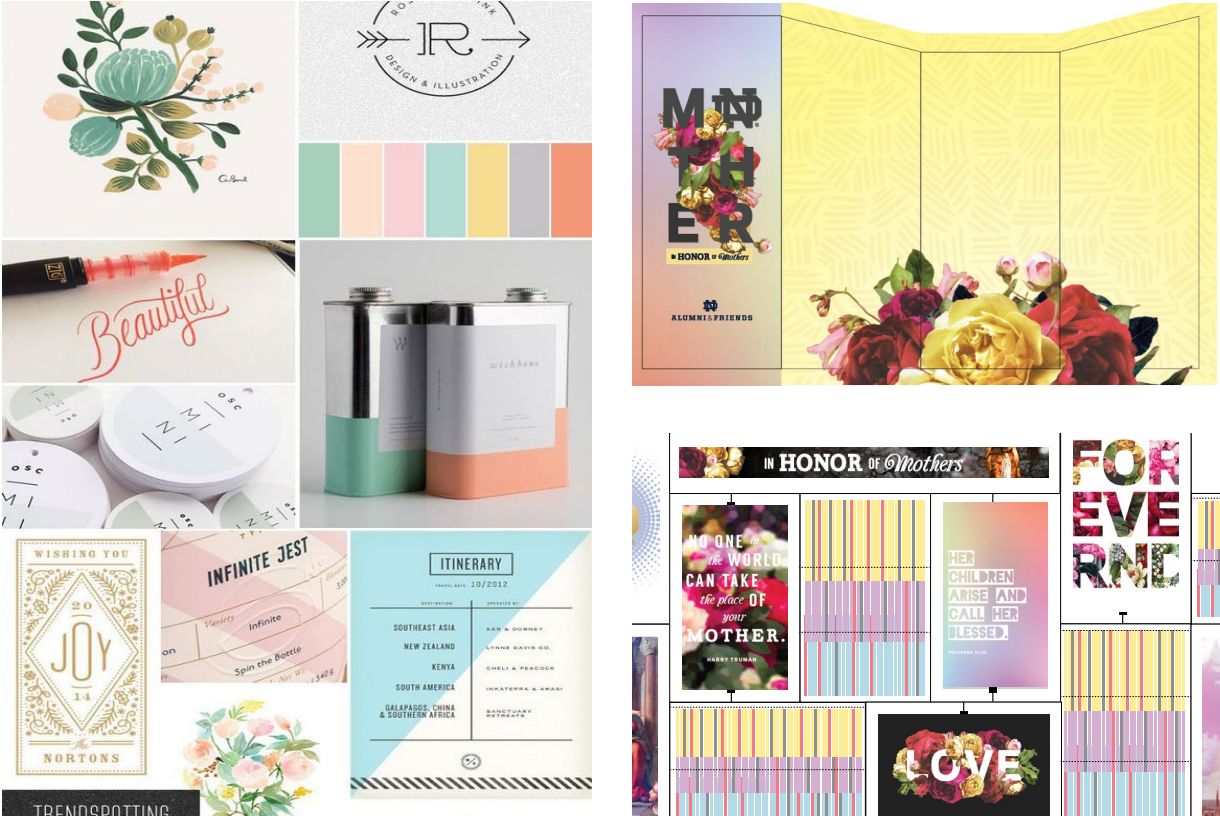
Time Management Skills  
Project Management  
Collaborative Thinker  
Independent Worker

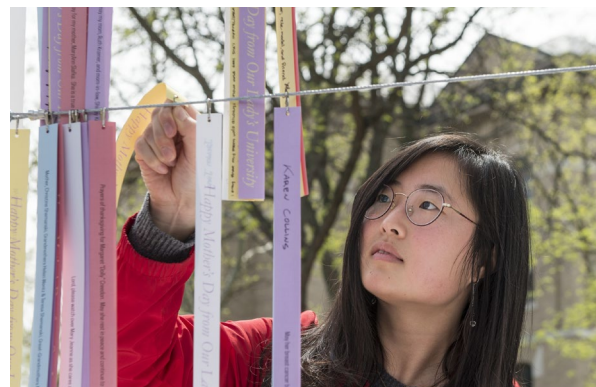
# Student Relations

Installation Design, Print Design, Brand Identity Design, Experiential Design, Event Branding

This is a collection of projects developed at the Notre Dame Alumni Association that targeted students specifically.

With extensive research, we found that Young Alumni were disengaged and disenchanted by our Alumni Association after leaving campus as a student. We realized we needed to develop a relationship with these students while they were still on campus, which is where a lot of the inspiration behind these Experiential Campaigns came about. A Young Alumni board was also developed which passed the new, vibrant look and feel for the YoungND Brand Identity.





**MOTHER KNOWS BEST**

*And she thinks you should come show how much you love her!*

**Mother's Honor & Remembrance Day**

**WHERE**  
*Fieldhouse Mall  
 (by the Stonehenge fountain)*

**WHEN**  
*April 27; 2-6 p.m.*

Stop by and celebrate your Mom. Send her a special ND Mother's Day card. Show off your love with temporary tattoos. Pose for fun pictures in our photo booth with signs that help you thank Mom, and then share them on social media. Add special intentions to our Mother's Honor and Remembrance Wall.

Oh, and visit the ice cream truck. And it's all free! While supplies last...yes, that means come early!

ALUMNI FRIENDS



Mother's Honor & Remembrance Day

**WHERE**  
Fieldhouse Mall  
(by the Stonehenge fountain)

**WHEN**  
April 27; 2-6 p.m.

**CALLING ALL MAMA'S GIRLS**

*Come out and show her how thankful you are!*

Stop by and celebrate your Mom. Send her a special ND Mother's Day card. Show off your love with temporary tattoos. Pose for fun pictures in our photo booth with signs that help you thank Mom, and then share them on social media. Add special intentions to our Mother's Honor and Remembrance Wall.

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 ALUMNI & FRIENDS



**COME THANK YOUR MOM FOR YOUR IMPOSSIBLY GOOD LOOKS.**

**Mother's Honor & Remembrance Day**

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Mother's Honor & Remembrance Day

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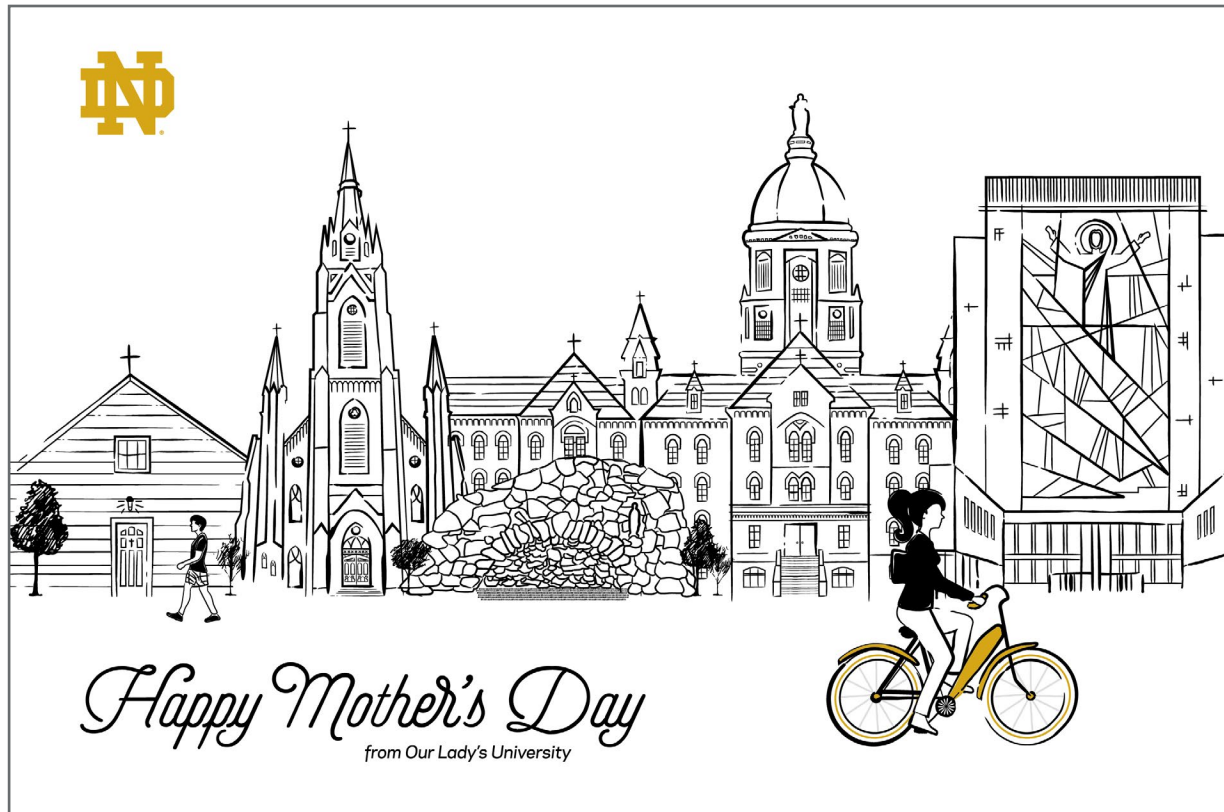
**CALLING ALL MAMA'S BOYS**

*Come out and show her how thankful you are!*

Stop by and celebrate your Mom. Send her a special ND Mother's Day card. Show off your love with temporary tattoos. Pose for fun pictures in our photo booth with signs that help you thank Mom, and then share them on social media. Add special intentions to our Mother's Honor and Remembrance Wall.

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 ALUMNI & FRIENDS



*Happy Mother's Day*  
from Our Lady's University

Notre Dame holds a unique place in the history of Mother's Day. In 1904, Frank Hering, an alumnus and administrator at the University, observed a class of students sending penny postcards to their mothers. Inspired, he spent the next decade advocating for a day of recognition for mothers. Mother's Day became a national holiday in 1914, and Hering has been recognized as one of its founders ever since.

**ND ALUMNI & FRIENDS**  
100 Eck Visitors Center  
Notre Dame, IN 46556

*Her address*

*Your message*

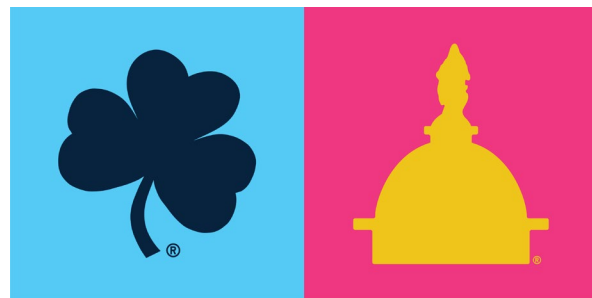
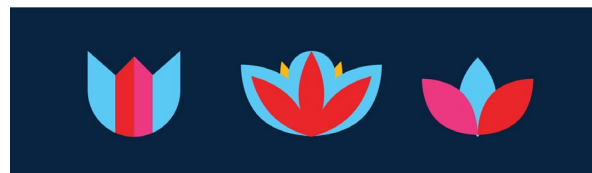
*Celebrate Mams!*  
Share family photos using [#NDMOM](#)  
Read stories at [weare.nd.edu](#)  
Pray a novena in celebration of mothers at [faith.nd.edu/novena](#)



WHO WE ARE

A new, 16-person board that seeks to represent the interests of and steer programming for Notre Dame graduates who are 32 and younger. We work closely with the Alumni Association and our network of 270 Notre Dame clubs to develop and disseminate best practices for young alumni engagement and strengthen the bonds for young alumni to Notre Dame.

YOUNG



Primary Colors



ND PANTONE 289  
C99 M84 Y45 K51  
R12 G35 B64  
HTML 0C2340



ND PANTONE 7406  
C7 M21 Y100 K0  
R242 G195 B0  
HTML FFCF01



ND PANTONE 348  
C96 M02 Y100 K12  
R10 G132 B61  
HTML 00843D



PANTONE 297 C  
C52 M0 Y1 K0  
R113 G197 B232  
HTML 68CEF2



PANTONE 213 C  
C0 M92 Y18 K0  
R227 G28 B121  
HTML E31C79



PANTONE 144 C  
C0 M51 Y100 K0  
R237 G139 B0  
HTML ED8B00

Secondary Colors

Tertiary Colors





HO HO HOT CHOCOLATE

## NEED A BREAK FROM FINALS?

JOIN US ON **SATURDAY, DECEMBER 9**  
FROM **1-3 PM** AT **JORDAN HALL OF SCIENCE**

The Notre Dame Alumni Association and your local Notre Dame club invite you to take a break from your studies and join us for pizza, a gourmet coffee cart, massages, and more. Best of all? It's all free, while supplies last.

 **ALUMNI & FRIENDS**



O PIZZA TREE, O PIZZA TREE

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BERRY AND BRIGHT

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 **ALUMNI & FRIENDS**



Event Brand Marketing for  
Life Beyond the ND Bubble  
(for Graduating Seniors)



72-17-0-0  
72-159-223  
#489FDF



0-20-100-2  
241-196-0  
#FIC400



0-100-50-0  
206-0-55  
#CEO037



100-73-28-86  
4-28-44  
#O41C2C



## Alumni, Fans & Friends

Experiential Design, User Interface Design, Conference Branding, Campaign Branding

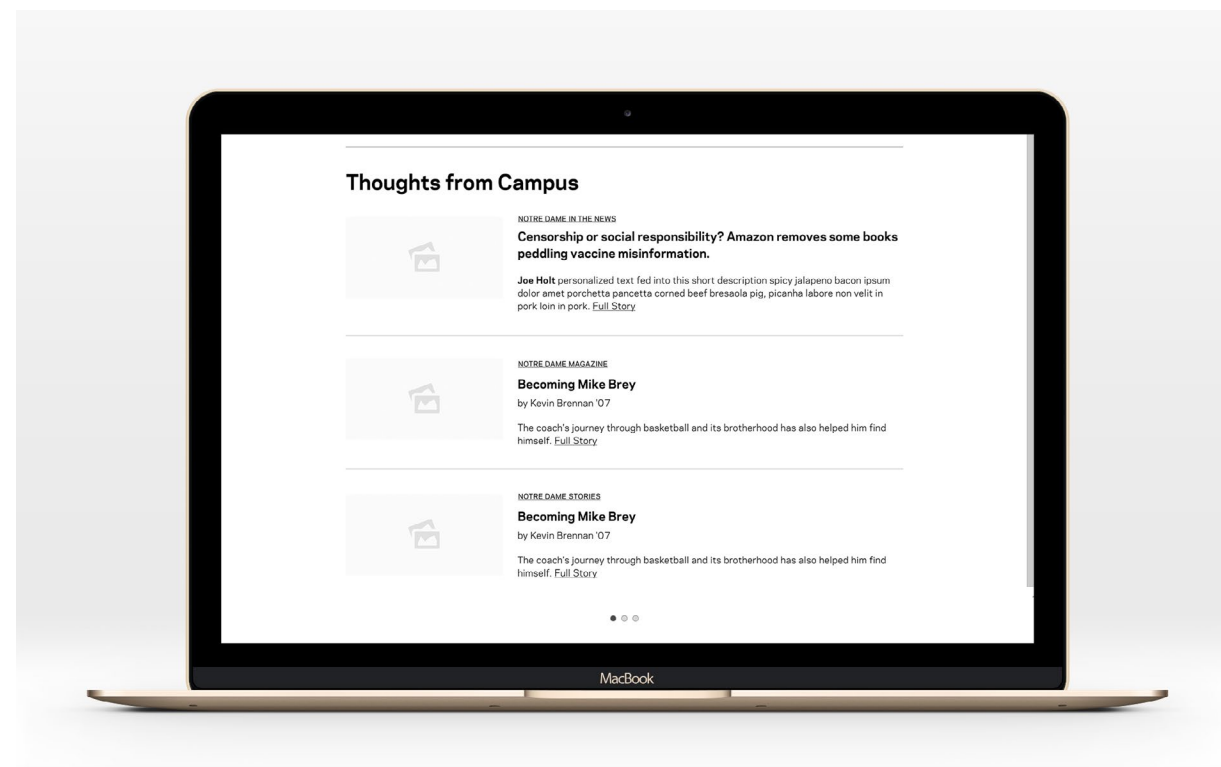
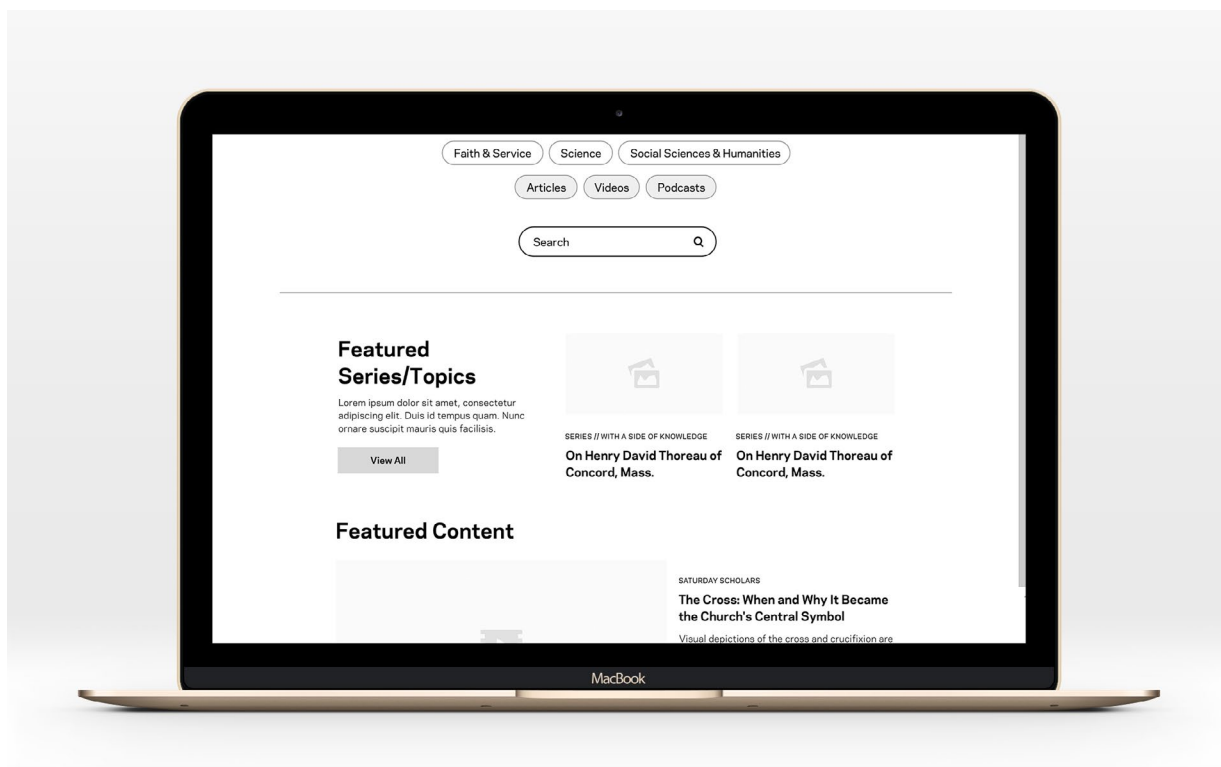
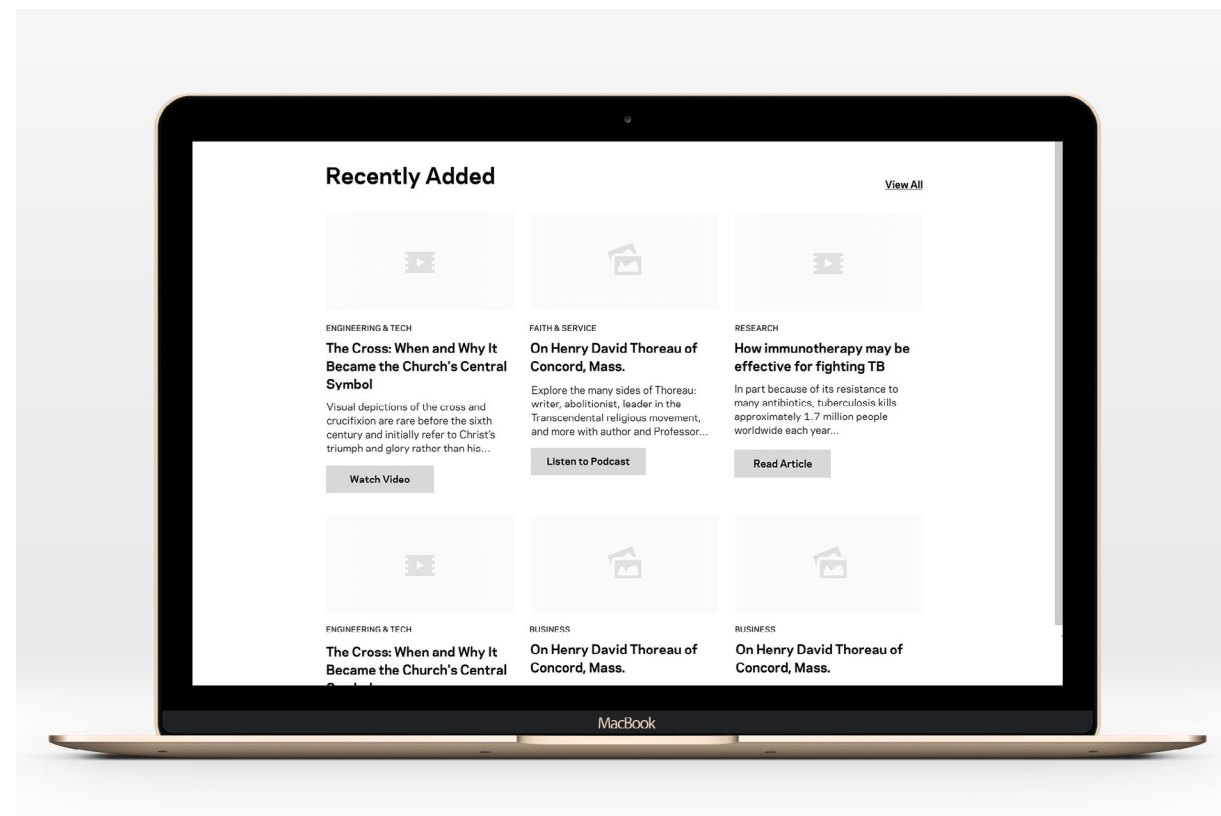
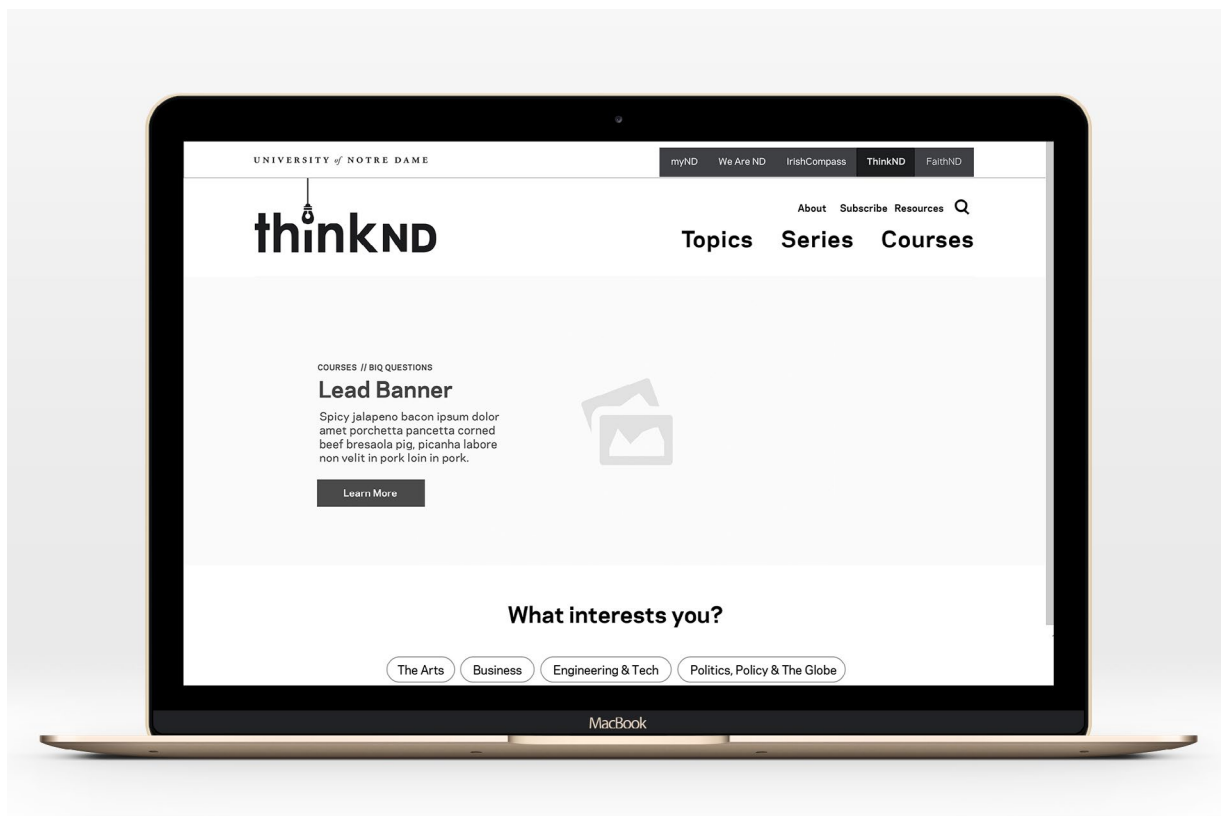
This is a collection of projects developed at the Notre Dame Alumni Association that targeted Alumni, Fans, and Friends.

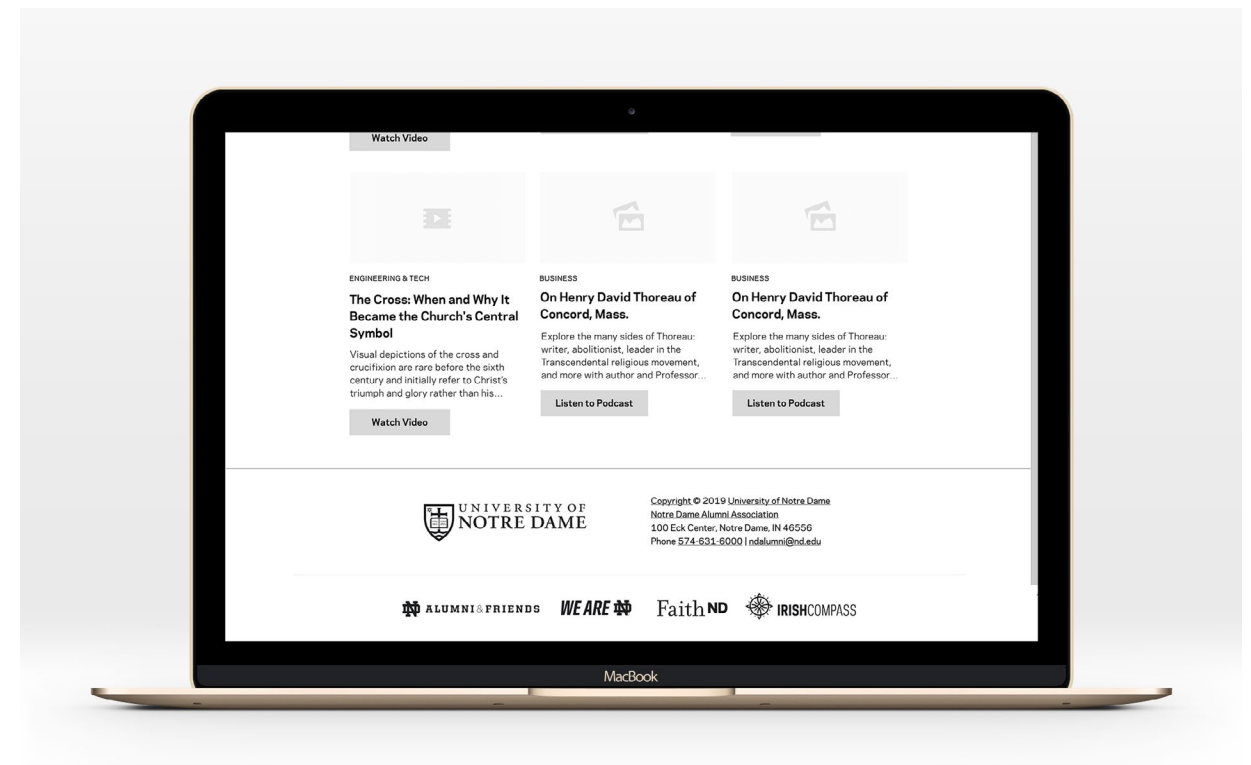
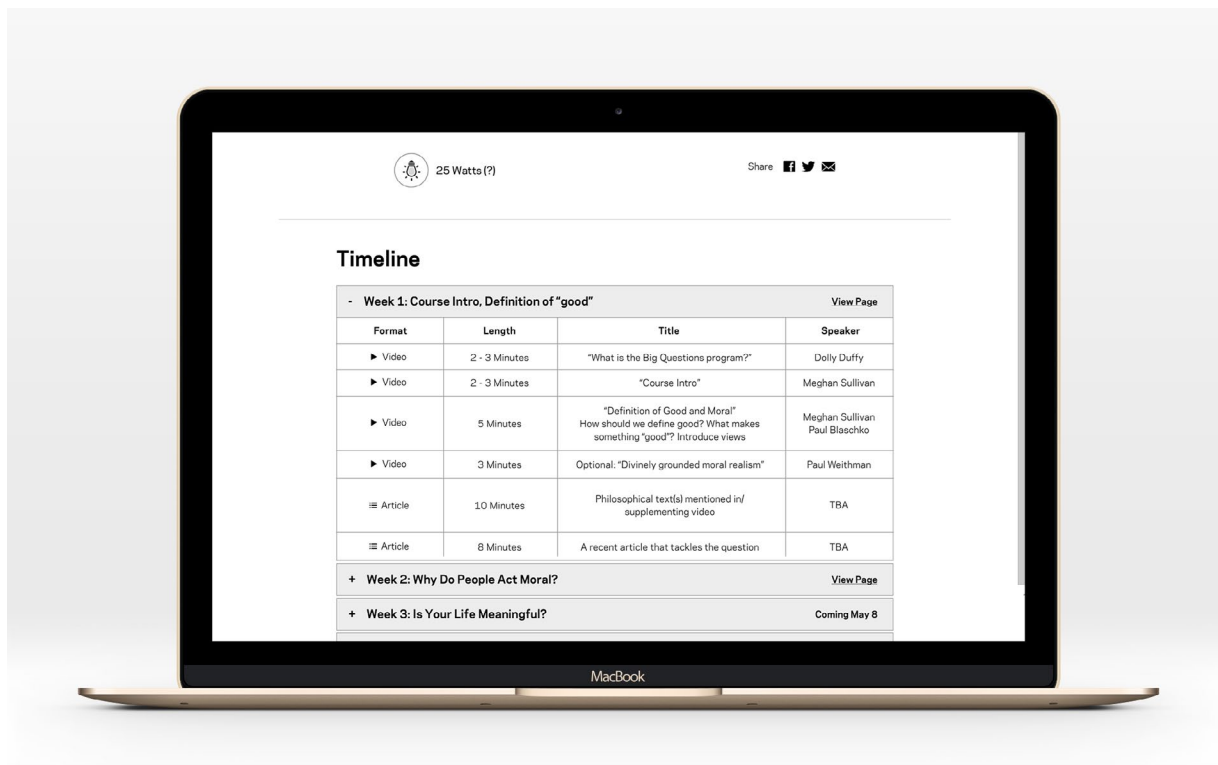
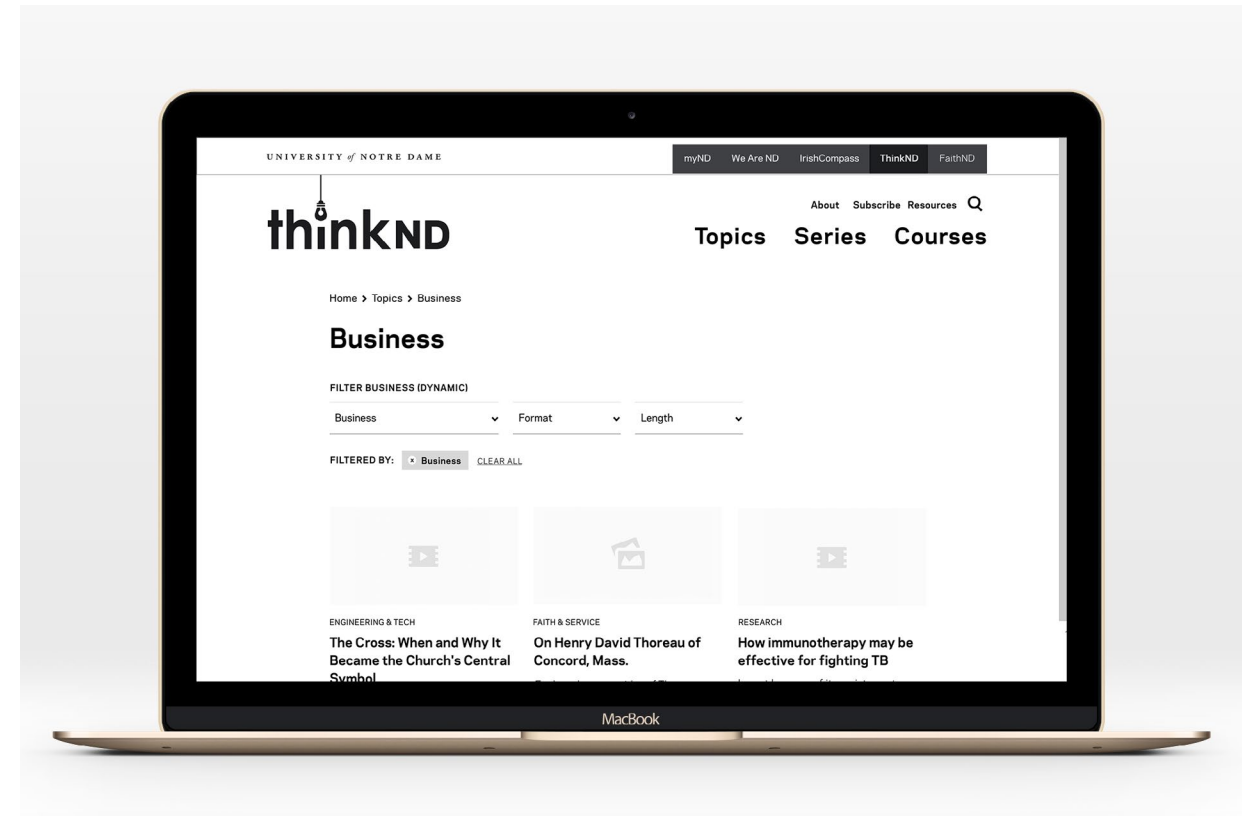
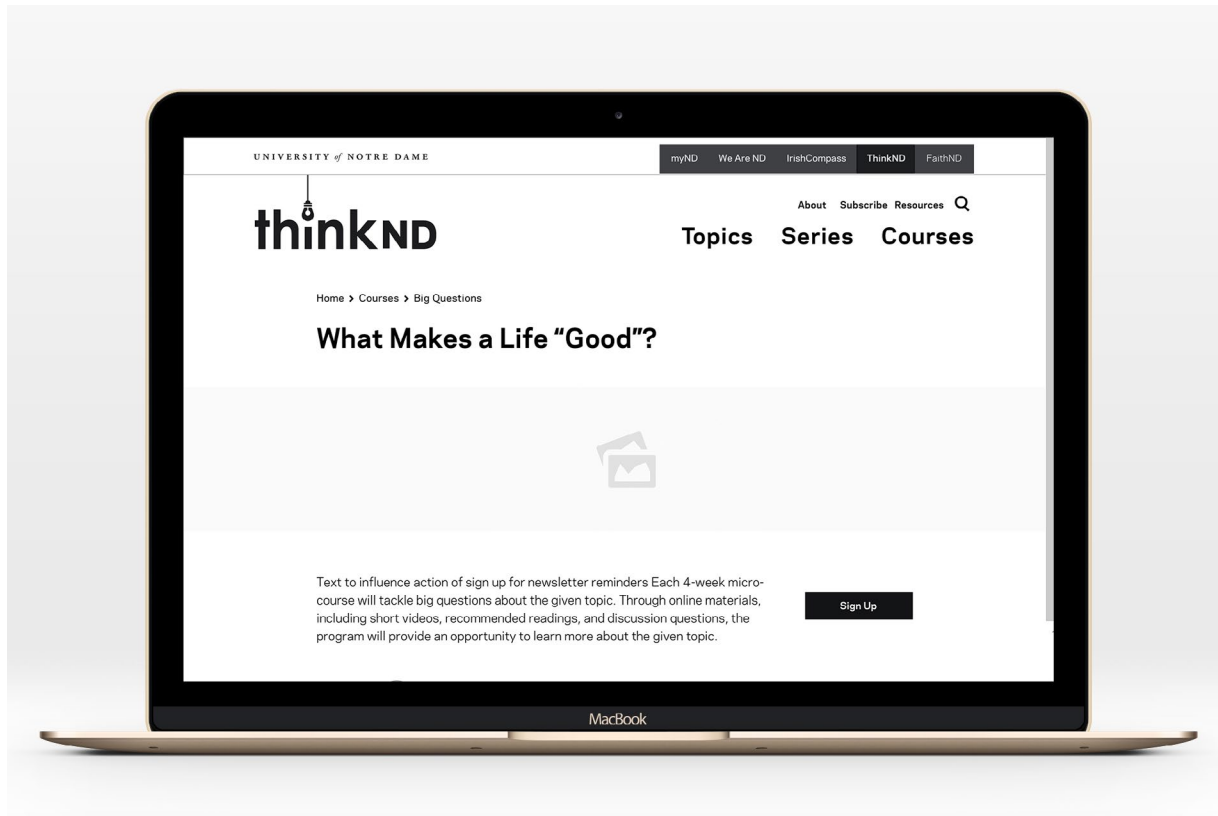
Camaraderie was a constant concept we designed for when it came to events highlighting Reunion and Football weekends. Fans and friends being a target audience to market for during football season especially. But, the mission of the University was more important to reflect on when we wanted to target our Alumni, which is where the central focus to enhance our Faith and Educational programs came about for ThinkND and FaithND.



Football Fridays Digital  
Brand Reflected into  
Packaging









	<p><b>Geddes Hall</b> <i>Chapels of Notre Dame: An Advent Journey</i></p> <p>A voice cries out: In the desert prepare the way of the LORD! Make straight in the wasteland a highway for our God! (Isaiah 40)</p> <p><a href="#">Pray in this Chapel &gt;</a></p>
	<p><b>Morrissey Hall</b> <i>Chapels of Notre Dame: An Advent Journey</i></p> <p>O Radiant Dawn, splendor of eternal light, sun of justice: come and shine on those who dwell in darkness and in the shadow of death.</p> <p><a href="#">Pray in this Chapel &gt;</a></p>
	<p><b>Flaherty Hall</b> <i>Chapels of Notre Dame: An Advent Journey</i></p> <p>O Key of David, opening the gates of God's eternal Kingdom: come and free the prisoners of darkness!</p> <p><a href="#">Pray in this Chapel &gt;</a></p>
	<p><b>Basilica</b> <i>Chapels of Notre Dame: An Advent Journey</i></p> <p>"Do not be afraid; for behold, I proclaim to you good news of great joy that will be for all the people. For today in the city of David a savior has been born for you who is Christ and Lord." (Luke 2)</p> <p><a href="#">Pray in this Chapel &gt;</a></p>

UNIVERSITY of NOTRE DAME

Faith ND  
Daily Gospel Reflection

11/14/2017

[f](#) [t](#) [m](#)

**Log Chapel**  
*Chapels of Notre Dame: An Advent Journey*

Jesus said to his disciples: "Be watchful! Be alert! You do not know when the time will come." (Mark 13)

[View Activity >](#)

**Gospel**  
LK 17:7-10

*Kiley Loesch* <sup>STUDIO</sup>  
DESIGN AND  
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in the pieces

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