

# Kyle Baldinger



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kb.fyi



B.F.A. Design

## Head of Design

SaaStr  
2018 - 2021

At SaaStr I was charged with bringing the SaaStr community and brand to life. I accomplished this through creative elements and ensuring all creative assets were delivered on-time to meet deadlines, while owning creative development and branding for all SaaStr event production including signage, staging, visuals, digital assets, printed assets and experimental creative elements for over 50,000 attendees. I oversaw production of SaaStr's online community assets including saastr.com, micro-event websites, e-books, printed materials, social graphics, video production, presentations and photography while managing both external and internal members of the design team, video producers and web designers.

## Creative Freelance

2013 - 2019

My freelance work consisted of assisting brands and agencies in developing creative strategies. I always conveyed confidence and accuracy in the expected results and turnout of my strategies. I developed strategies and creative for mediums such as TV, radio, print, digital, social media campaigns, website design. In addition to developing strategies, I also created content, such as videography, photography, user flow patterns, and copy writing, across various clients.

## Sr. Digital Strategist

Boiling Point Media  
2016 - 2018

My role at Boiling Point Media consisted of managing a team of digital content creators. I acted as the liaison between the agency and multiple clients. My work consisted of developing leads and up-selling current clients, and managing the agency's digital services including social media strategy development, digital media buying, and data visualization/analysis. Being part of a growing team meant that my diverse skill set came in handy in assisting the team with any and every aspect of a project from planning, production, execution, to communication with existing or prospective clients.

## Product Photographer

MetroShoe Warehouse  
2013 - 2014

My role at MetroShoe Warehouse comprised of the managing, organizing, scheduling, and execution of their in-house photography studio and photo library. As their first hire in this role my duty was to establish a workflow, set brand guidelines for styling, and photograph incoming inventory for sale on their e-commerce business and Amazon online storefront. In addition, I developed seasonal look books to market their products both in-store and online. My standards and guidelines are still used today by the company.

## Proficiencies

Software & Skills

### Known

Adobe XD	Premiere
Figma	After Effects
Photoshop	Audition
Lightroom	WordPress
Illustrator	Microsoft Excel
InDesign	

### Learning

Python  
CSS  
Unreal Engine  
Dimension  
Cinema 4D