



KYLE LORD

Branding / Graphic & Web Design / CRM Administration & Development

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Dagsboro, DE • Open to Remote

SUMMARY

Creative director with 14 years in graphic, web, and motion design who also builds the systems behind the work. Leads creative for a national trade association for mortgage experts, administers its HighLevel CRM, and uses AI-assisted development to create production tools in-house, including custom WordPress plugins, Supabase-backed member lookups, and third-party integrations that previously required outside developers.

EXPERIENCE

AIME

ASSOCIATION OF INDEPENDENT MORTGAGE EXPERTS

2019 – PRESENT / REMOTE

Creative Director & CRM Administrator

JAN 2025 - PRESENT

CREATIVE DIRECTION

- › Lead a cross-functional marketing team of 5, setting priorities, delegating work, and mentoring junior designers into expanded design ownership.
- › Direct signage and creative production for national conferences drawing 3,000+ mortgage professionals, coordinating with vendors on artwork submission, production, and on-site installation.

CRM & MARKETING

- › Serve as primary administrator of the association's HighLevel CRM supporting 1,500+ members and a 29,000+ contact database, earning platform certification in 2025 and owning configuration, user permissions, and data hygiene.
- › Design and maintain automated workflows across new-contact intake, segmented email campaigns, form submissions, and event registration.
- › Integrate HighLevel with third-party platforms including WordPress, Make, Stripe, and Supabase, syncing member, event, and marketing data across systems without manual export.

DEVELOPMENT & AI INTEGRATION

- › Apply AI-assisted development to design, build, and ship production tools in-house, delivering custom WordPress plugins and CRM integrations that previously required contracted developers.
- › Built a membership upgrade flow that queries Supabase in real time to identify a member's tier from their email address and surface the correct discounted upgrade rate, removing a manual lookup from the renewal path.
- › Built a partner-facing verification plugin that lets approved partners confirm a customer's membership status and tier while keeping all personally identifiable information server-side and out of the client response.
- › Built a custom event registration plugin handling registration, payment, and CRM & Supabase sync for both national conferences and local events.

Creative Manager

JAN 2021 - JAN 2025

- › Built and maintained the visual identity for 20+ brands spanning events, weekly Facebook Live programming, advocacy campaigns, and podcasts.
- › Scoped and shipped a member portal alongside a contracted developer, defining the data model, user flows, and CRM handoff behind educational resources, events, vendor discounts, lender connections, and loan escalation tools.
- › Rebuilt creative intake on Monday.com with automated routing forms, cutting request turnaround time.

Graphic Designer

SEPT 2019 - JAN 2021

- › Introduced motion graphics to the brand and produced social graphics for member channels.

SELECTED WORK

Membership Upgrade Flow

WordPress / Supabase / Stripe

Queries Supabase in real time to identify a member's tier from their email address and surfaces the correct discounted upgrade rate, removing a manual lookup from the renewal path. Upon receiving payment their membership account is upgraded in our member portal.

**SELECTED
WORK CONT.****Partner Verification Plugin**

WordPress / Edge Functions / Supabase

Lets approved partners confirm a customer's membership status and tier while keeping all personally identifiable information server-side and out of the client response.

Event Registration Plugin

WordPress / Stripe / HighLevel CRM

Handles registration, payment, and CRM and Supabase sync for both national conferences and local events. Allows for HighLevel CRM field mapping, Opportunity pipeline mapping, discount code creation, payment schedules. Events can be added and details adjusted individually. Stripe integration allows for switching between sandbox and live with a click.

**EXPERIENCE
CONT.****FITZGERALD DESIGN, INC.**

2014 - 2019 / NEW YORK

Graphic Designer

- › Designed signage, posters, menus, decals, and large-format graphics promoting programs across all 27 Six Flags parks in the U.S. and abroad.
- › Built a web-based portal that routed park signage request submissions into server folders by request type, streamlining correspondence between Six Flags locations and the studio.
- › Produced promotions, advertising, and presentations for Coca-Cola and its clients.

TEAL ORBIT

2012 - 2014 / PHILADELPHIA, PA

Graphic Designer / Web Developer

- › Scoped client requirements, then built and customized WordPress sites to match, pairing graphic design with front-end execution to deliver engaging visuals and a seamless user experience.

SKILLS**DESIGN** Adobe Photoshop, Illustrator, InDesign, After Effects / Brand Identity / Motion Graphics / Print & Environmental Design / UI & UX Design**WEB & DEV** WordPress & Custom Plugin Development / PHP / HTML & CSS / Supabase / REST API Integration
AI-Assisted Development / Stripe Integration**MARKETING** HighLevel CRM / CRM Administration / Marketing Automation / Make / Email & SMS Campaigns
Monday.com**LEADERSHIP** Team Leadership / Project Management / Client Management / Mentorship**EDUCATION****THE ART INSTITUTE OF PHILADELPHIA**

Bachelor of Science in Graphic Design, 2012 / 3.5 GPA

CERTIFICATIONS**HIGHLEVEL CRM CERTIFICATION**

2025