
KY GERBUSH

PRODUCT DESIGNER | VISUAL DESIGN & PROJECT SYSTEMS

Williamstown, MA | hello@kyleagerbush.com | kygerbush.com

PROFILE

Product and visual designer, creative project lead, and systems thinker with 8+ years of experience across responsive products, brand identity, campaigns, print, email, accessibility, and organizational operations. Turns complex information into clear experiences and carries work from concept and stakeholder alignment through implementation and QA.

CORE CAPABILITIES

Product/UI/UX | Information architecture | Responsive interface design | Brand identity | Campaign systems | Print and digital production | Prototyping and UX writing | Project management and operations | Client presentations | Scope, approvals, and revision rounds | Accessibility and design QA

SELECTED EXPERIENCE

Marketing & Outreach Lead

Images Cinema | Williamstown, MA | Feb 2026 - Present

- Own day-to-day design and brand stewardship across website, email, print, social, merchandise, signage, direct mail, and on-site communications for a fast-moving independent cinema.
- Develop campaign concepts and production-ready systems for film releases, festivals, fundraising events, memberships, and community programs across posters, postcards, social, email, web, and environmental applications.
- Manage overlapping launches, fast revisions, sponsor and venue requirements, changing showtimes, and multiple approval points while keeping final assets accurate and on schedule.
- Raised the weekly newsletter's average open rate from 40% to 57% by redesigning its responsive structure and content strategy; design, build, and QA each Customer.io send for approximately 4,300 subscribers.

Independent Creative & Digital Consultant

Client work | Remote | 2025 - Present

- Define scope, budgets, deliverables, approval points, revision rounds, and schedules for brand, web, UI, and accessibility engagements.
- For Spindle, led three rounds of brand strategy and identity exploration for a screen-light music player, presenting two distinct concepts and a final synthesis through product, card, and website mockups.
- For EvolvTrack, designed a responsive health-tracking product and marketing site from information architecture through implementation; worked directly with the developer through launch.
- For Skeleton Key Consultants, review digital products against WCAG 2.2 AA, document prioritized guidance, communicate findings to client and technical teams, and validate completed fixes.

ADDITIONAL EXPERIENCE

Director of Admissions

Buxton School | Williamstown, MA | Jul 2023 - Jul 2024

- Partnered with the Communications Director on a full website redesign, contributing to creative and vendor selection, scope, information architecture, content hierarchy, stakeholder reviews, and implementation oversight.
- Directed digital and print communications for 500+ prospective students and applicants across web content, forms, email, presentations, events, and recruitment materials.
- Led the transition to Blackbaud by mapping workflows, coordinating vendor and internal stakeholders, testing configurations, documenting processes, and supporting adoption.

Assistant Director of Accessible Education

Williams College | Williamstown, MA | Feb 2021 - Aug 2022

- Led cross-functional accessibility and service-design work across students, faculty, IT, Housing, Facilities, and senior leadership; redesigned processes that reduced routine meetings from 60 to 15 minutes and approval timelines from about two months to two weeks.
- Designed training, presentations, guidance, and accessible event and space recommendations; supervised an administrative assistant and six student staff members.

Learning Design Specialist

Dissectables, LLC | Somerville, MA | Aug 2019 - Feb 2021

- Translated complex medical and scientific concepts into educational videos, visual explanations, guides, and digital learning resources.
- Collaborated with researchers, clinicians, designers, and technical partners on user-centered products and federally funded SBIR projects totaling approximately \$250,000.

Senior Project Manager

The Academy Group | Chicago, IL | Aug 2018 - Jun 2019

- Joined as the organization's first project-management hire and designed, implemented, and managed its first project-management system.
- Managed cross-functional development of a student and educator portal, CRM, and gradebook, translating user needs into requirements, prioritized improvements, testing workflows, and launch support for 120+ students and 15 partner organizations.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Education (M.Ed.), Higher Education Administration | Harvard Graduate School of Education | 2017

Bachelor of Arts, Psychological Sciences | Ball State University | 2012

Fulbright English Teaching Assistant | U.S. Department of State, Malaysia | 2013

Learn UX Design and Learn UI Design | Erik D. Kennedy | 2020

TOOLS

Adobe Creative Suite | Figma | Customer.io | Canva | HTML/CSS | CMS administration | Google Analytics | Google Workspace | axe DevTools | Lighthouse