



CONTACT

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 kellysdesign.studio

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EDUCATION

Bachelors of Fine Arts, Summa Cum Laude

Concentration: Graphic Design
University of Montevallo,
Montevallo, AL
Dec 2014

Honors Program

University of Montevallo,
Montevallo, AL
2011 - 2014

SKILLS Proficiency ○○○○○

Publication Design ●●●●●

Typography ●●●●●

Illustration ●●●●●

Web Design ●●●●○

Photography ●●●●○

Digital & Print Advertising ●●●●●

Brand Development ●●●●●

SOFTWARE

Adobe InDesign ●●●●●

Adobe Illustrator ●●●●●

Adobe Photoshop ●●●●○

Adobe XD ●●●●○

Acrobat DC ●●●●●

Microsoft Suite ●●●●●

PROFESSIONAL EXPERIENCE

Graphic Designer

Meazure Learning | Mar 2021 - Present

Introduce a new brand to the market after the merger of two well respected and established parent companies.

Beginning with a newly formed logo, I have help dictate the direction of the emerging brand identity and marketing materials for Meazure Learning. My role includes creating brand standards, company templates, and supporting collateral.

Art Director

Hoffman Media | Sep 2017 - Mar 2021

Produce fresh and engaging content for Bake from Scratch magazine and ancillary publications.

From conceptualization to execution, I directed teams of in-house and freelance photographers, stylists, and food stylists in the creation of stunning content for each project. I collaborated with editorial teams to cast vision, offer creative solutions, and maintain brand integrity. Expert time management and multi-tasking abilities were essential to deliver quality material within demanding deadlines.

Graphic Designer

Uptick Marketing Agency | Oct 2015 - Sep 2017

Create innovative campaigns and supplementary marketing materials for a vast array of clientele.

As sole graphic designer, I balanced diverse client campaigns across multiple platforms with all of the internal design needs of a growing startup agency. Continually creating and rejuvenating content, my responsibilities ranged from social media content to educational white papers and everything in between.

Graphic Designer

28th Creative | Feb 2015 - Sep 2015

Launch an e-commerce apparel brand while simultaneously fulfilling custom apparel orders.

Formerly known as Southern Ink Apparel, the company underwent a complete redesign under my tenure. Developing the website, marketing materials, and designing the complete inventory for this new e-commerce site established my design skills and catapulted my marketing experience.

FREE LANCE & PRO BONO

The Pie & Tart Collection

Hoffman Media
2021

Contributing Art Director

Hoffman Media
2021

Logo | Menu Design

Custom Packaging
Bettola Restaurant
2020

Curriculum | Workbook Design

Iron City Church
2018-Present

Golden Path Magazine Winter 2018

Cahaba Media Group
2018

Brand Identity | Website Design

Print Marketing Collateral
Live Together Consulting
2018

Guest Artist

Wonderfully Made: Design Boutique
2017-2018

Tshirt Design | Print & Digital Marketing Materials

Ateam Ministries
2016

Logo Creation

Mazu Muay Thai
2014

Wall Mural

Sweat & Gears Spin Studio
2013

Wall Murals

Eastmont Baptist Church
2013

Website | Print Resources

T shirt Designs
Renovation Ministries
2012 - 2013

AWARDS

Excellence in the Field of Graphic Design

University of Montevallo Art Department
2014

Named Who's Who Among Students in American Universities and Colleges

2014

Annual Juried Foundations Show, "Smile for Me"

University of Montevallo Art Department
2012

Annual Juried Foundations Show, "Choose"

University of Montevallo Art Department
2012

Annual Juried Foundations Show, "How He Loves"

University of Montevallo Art Department
2013

President's List

University of Montevallo
2011 - 2014

REFERENCES

Scott Ford

Creative Manager, Measure Learning
(205) 447 - 2601

Sophia Jones

Managing Editor, *Bake from Scratch*
Magazine, Hoffman Media
(334) 324 - 3426

Nicole Beachum

Managing Partner, Uptick Marketing
(205) 393 - 8170

