

Hello! My name is Kelly. I am a designer and art director living in NYC. Over the last several years, I've been busy working with clients large and small, from local start-ups to larger clients such as HTC and Google. I enjoy conceptual projects, in particular brand identity and developing social media content. My work spans various industries including restaurant, education and retail. I'm always looking to grow that pool, collaborate with smart people and expand my creative skillset.

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## EXPERIENCE

### Freelance

Designer/Director  
2008-present

Brand identity and strategy, art direction, digital and print design, illustration, web design, environmental, social, consulting and photography.

### VIA Studio

Senior Art Director  
2016-2019

Creative direction, brand strategy, art direction, web design, brand identity, marketing, illustration and photography for digital, print and social.

### Scoppechio

Art Director/Sr. Designer  
2015-2016

Art direction, digital design, animation, social content creation and brand identity for a range of accounts including retail, healthcare, restaurant, manufacturing .

### Swift

Studio Creative  
2015

Illustration, design, animation and concepting for brand social channels.

### Studio Post Office

Creative  
2014-2016

Full design studio driving brand identities and experiences including packaging, exhibit design, installations and editorial design.

### Adonit

Graphic Designer  
2013-2014

Print, digital, art direction, social content, packaging and environmental design for a tech start-up.

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## EDUCATION

BFA Graphic Design  
Western Kentucky University  
2004-2008

## ACHIEVEMENTS

### AdWeek

Made with Code campaign featured on Adweek's *AdFreak*

### Buzzfeed

HTC social content featured in BuzzFeed's *32 Of The Best Brand Tweets Celebrating Marriage Equality*

### Behance

Mantra packaging featured on Behance's curated site Packagingserved.com

### FPO: UnderConsideration

Studio Post Office identity and stationery featured on FPO: For Print Only, a division of UnderConsideration.com

### AAF Addie Awards

Silver Award for Art Direction, Culturally Legit Award for brand identity.

### AIGA Design Awards

Design Award for Art Direction, Design Award for Branding.