

KELLY SMITH

SENIOR DESIGNER

EXPERTISE



PRINT & WEB DESIGN

INTERACTIVE DESIGN

HTML, CSS, JS, PHP

CONTENT MANAGEMENT

CONCEPT DEVELOPMENT

ART DIRECTION

SKILLS



CREATIVE MARKETING

WORDPRESS

AFTER EFFECTS

MICROSOFT SUITE

ART DIRECTION

AWARDS



AMERICAN ADV. AWARDS ADDY, 2016
(GOLD AND SILVER)

BMA, LANTERN AWARD 2015

AMERICAN ADV. AWARDS ADDY, 2014



GOALS

To utilize my knowledge of design and interactive media to obtain a senior level position, continuing to be a solution provider in an environment that fosters growth and forward-thinking creative.



EXPERIENCE

SENIOR GRAPHIC DESIGNER GILBREATH COMMUNICATIONS, INC.

JAN 2014 – PRESENT

Daily responsibilities include overseeing the concept, development and execution of a multitude of projects involving but not limited to print, broadcast, multimedia and web design/development. Directed successful and long-running creative executions for clients. Successfully managing short-notice, fast-approaching deadline requests from clients. Assist in developing comprehensive integrated marketing, promotion and event programs, and also strategized, budgeted and implemented ideas and events for major brands. Manage and art direct agency designers to assist in concept development. Build timelines based on project creative brief and ensure all tasks are on schedule. Develop and maintain Wordpress websites. Assist in development of agency proposals and mock campaigns, estimates and client billing.

ART DIRECTOR S.O. CREATIVE

JUNE 2008 – JAN 2014

Responsibilities include design, layout, and concept while handling a multiple project load. Prepare all print materials for final production, advanced retouching skills, develop and schedule email marketing campaigns, and art direct photo shoots. Creative direction, press checks and intern management when applicable, work with team members and outside vendors for job completion. Update content managed and HTML coded websites. Organized and managed deadlines/calendars for all projects. Experience in Account Service, Account Traffic, third party vendor costs, and estimates.



EDUCATION

MFA in Web Design/New Media

Academy of Art University, 2015

BFA in Graphic Communication

University of Houston, Cum Laude, 2008

Associates Arts Degree

Alvin Community College, 2002



ASSOCIATIONS

GCSA, UofH, CLASS PRESIDENT



KELLYMUSEBECK.COM