

Kelsey Pearl

graphic designer



hi there,

I'M KELSEY: A GRAPHIC DESIGNER WITH EXPERIENCE IN BRAND DESIGN AND PRINT PRODUCTION.

I've lead brand strategy and multi-channel campaigns while maintaining brand standards and industry compliance. I've collaborated with UX engineers to create content for consumer-facing eCommerce brands as a part of a Shopify Experts team for clients like Blomberg Appliances, VersaCheck, Cozy Earth, and Bev. I've also worked closely with marketing teams to produce digital ads and email content for Ford Motor Company, General Motors, and Faygo.

A Detroit native, I relocated in 2021 with the hopes of working with the brightest and best in Austin tech. I've spent the last 8 years working in the digital design space in various agency and start-up environments. I've led small teams and large-scale projects through ideation, wireframing, and asset delivery.

As a visual designer, my goal is to simplify the user experience with on-trend and innovative design styles. I have a passion for branding and elevating clients' presence to showcase their values and stand out to their target audience. I'm solution oriented and use my varied industry knowledge in a well-rounded approach.

As they say, "A jack of all trades is a master of none, but oftentimes better than a master of one."

I'm excited about the opportunity to join your team and help continue to grow and produce top-notch content that stands apart from the rest. I look forward to learning more about this opportunity and discussing what I can contribute to the role and overall culture of your team.

Best,

contact

kelseypearl.com | (248) 660-6895 | hey@kelseypearl.com

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profile

HI, I'M KELSEY. HERE'S MY ELEVATOR PITCH:

As a Graphic and Web Designer with a background in print-production, I'm a jack-of-most trades when it comes to digital design and content creation. My varied skills reflect my many interests, but they're always focused on using design-driven resources to better solve communication problems. I use a wide range of my skills in any approach to new projects and work best in fast-paced creative environments. My favorite projects involve collaborative teams with out-of-the-box ideas for new challenges.

I'M LOOKING FOR: a company I can plant roots within and share my unique skills while continuing to grow in a team environment under a mentor.

I HAVE EXPERIENCE: working independently, within a team, and managing teams, but I am hopeful I can find an all-star department to join and continue working alongside top industry leaders.

skills

logo/branding design (6 yrs)	Adobe Creative Suite
e-mail marketing (6 yrs)	Illustrator (8 yrs)
social media content (6 yrs)	Photoshop (8 yrs)
copywriting (5 yrs)	InDesign (6 yrs)
web design (4 yrs)	
	MailChimp (5 yrs)
project management (4 yrs)	Wix (4 yrs)
client relations (4 yrs)	Shopify (2 yrs)
packaging design (3 yrs)	Webflow (1 yr)
UI/UX design/development (2 yrs)	Xd (3 yrs)
video production (3 yrs)	Sketch (2 yrs)
motion graphics (2 yrs)	Figma (4 yrs)
	AfterEffects (2 yrs)

experience

CREATIVE DIRECTOR

Rugiet Health - Austin, TX
08/2022 - 10/2023

- Directed all creative aspects of the company's branding and growth initiatives, shaping a distinct visual narrative identity in a highly regulated industry while being aware of trends, compliance and standards.
- Developed and implemented comprehensive branding strategies, resulting in a 35% increase in brand recognition and a 40% boost in customer engagement
- Successfully executed multi-channel marketing campaign, from digital and print to video and podcast, ensuring consistent brand messaging and high-quality creative assets

FREELANCE DESIGNER

Creative Circle - Austin, TX
01/2022 - 08/2022

MID-LEVEL WEB DESIGNER

Udundi - Austin, TX
02/2021 - 11/2021

- Designed user interface and user experience on Shopify e-commerce sites to maximize conversions and returning users
- Managed site and app design projects for clients with 4 to 4,000+ products from concept and wireframing through development and QA
- Designed a product matching quiz that increased user conversions by 30% and reduced returns by 60% in one month

GRAPHIC DESIGNER & PROJECT MANAGER

City Club Apartments - Farmington Hills, MI
03/2020 - 02/2021

- Implemented and maintained a new project management software that cut data gathering and reporting time by 10-15 hours a month and decreased missed deadlines by 50%
- Designed and developed branding and marketing guidelines for multiple million-dollar property development projects
- Managed weekly and 18-month project schedules and budgets, minimizing discrepancies in AP/AR and budget overspend

SENIOR GRAPHIC DESIGNER

Wheelhouse Graphix - Bloomfield Hills, MI
11/2018 - 03/2020

- Managed a creative team of 4, delegated tasks and created the opportunity to accept new clients while still maintaining and expanding existing client projects
- Spearheaded environmental graphics & collaborated on experiential interior design for Credit Acceptance's \$40-million dollar 297,000 sq. foot expansion for a workplace team of 2,000
- Communicated directly with clients to understand creative expectations, project requirements, and managed feedback

GRAPHIC DESIGNER

Wheelhouse Graphix - Bloomfield Hills, MI
08/2016 - 11/2018

- Created e-mail marketing campaigns focused on internal product communication for Ford Motor Company, GM, and Fiat Chrysler
- Oversaw the prepress process of final designs for print production and maintained quality control with detail-oriented set up and review
- Designed and developed internal e-commerce websites, managed product design, marketing campaigns and social engagement