

KELSEY SULLIVAN

Brand & Web Designer and Creative Director

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CAREER SUMMARY

Driven and adaptable Creative Director and Designer with more than six years of experience conceptualizing and executing a brand vision through original and effective design. Proven history of team leadership, creative project management, organization, innovation, and time management. Passionate about delivering excellence while meeting deadlines and staying on budget in fast-paced settings. Knowledgeable about print and digital graphic production and latest design trends while boosting client engagement, team effectiveness, and creative execution. Outstanding communicator and listener, enthusiastic about mentoring teams to boost capabilities while combining technology with creativity to accomplish successful projects for diverse applications.

EDUCATION

Bachelor of Fine Arts Degree | Graphic Design | Radford University | Radford, VA

2018

EXPERTISE

Creative Strategy | Design | Creative Project Management | Team Leadership | Marketing Campaigns | Digital and Print Production | Client Engagement | Process Improvements | Social Platforms | Branding and Identity | Packaging Design | Creative Direction | Time Management | Critical Thinking | Data Analysis | Storytelling | Mood Boards | Concept Boards

TECHNICAL SKILLS

Adobe Creative Suite | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe XD | Typography | HTML/CSS | PowerPoint | Keynote | Graphic Design | Photography | Web Design

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | Spiffy On-Demand Car Care | Durham, NC

2024 – Present

Develop and articulate brand visual strategy across multiple platforms while leading team of 3 designers at this on-demand car care company. Understand market trends, consumer preferences, and company's overall objectives. Guide, mentor, inspire, and provide feedback to creative team. Direct new product concepts, designs, and prototypes with productive brainstorming sessions and oversight of complete project lifecycle. Ensure consistency, quality, and integrity of brand's visual identity. Iterate on designs based on feedback from stakeholders, market research, and usability testing. Steadily promoted throughout tenure. Craft and manage creative briefs, set project milestones, monitor schedules, and oversee deliverables.

- Cast vision for brand identity and direction with blend of creativity, technical skills, and strategic thinking to successfully bring innovative and marketable products to life.
- Boosted customer satisfaction by collaborating with engineers, manufacturers, and marketers to refine designs, address technical issues, and ensure products and services met market need.
- Designed dynamic visual identity for Digital Servicing™ including logo, color palette, and suite of brand assets such as website interfaces, email templates, packaging, and diverse trade show and print materials.
- Led creation of product teaser, media and investor-focused press release campaign, logo design, digital assets, web design, and product photography for Easy Tread visual tire diagnostics product.
- Launched suite of evolving brand assets such as logo, color palette, website, email design, packaging, and trade show and print materials supporting swift eight-month timeline of Spiffy Smart Tumbler odor removal product to remain responsive to shifting user needs and market dynamics.
- Managed marketing website using HTML/CSS, boosting company's online presence through strategic implementation of HubSpot CMS.
- Oversaw and managed brand and marketing materials across company which includes nationwide and franchise markets.

CREATIVE DESIGN MANAGER AND DESIGNER | Spiffy On-Demand Car Care | Durham, NC

2022 – 2024

Directed team creating sketches, renderings, and digital designs for new products or improvements to existing ones. Contributed to selection of materials, production methods, and finishes that aligned with design specifications and manufacturing capabilities. Prepared detailed design documentation, including specifications, drawings, and instructions for production. Stayed informed about relevant design trends, materials, and technologies to innovate and improve designs.

- Oversaw production of design deliverables, ensuring quality from conception to completion, and maintaining cutting-edge industry knowledge to stay ahead of trends.
- Created and maintained marketing website, utilizing HTML/CSS and enhancing company's online presence through effective use of HubSpot CMS.
- Guided consistent brand journey by designing and steering visual identities across various mediums for new and established products and lines of business.
- Collaborated with broader marketing team and agency to streamline processes, increase efficiencies, and improve turnaround times on internal and external collateral.

SENIOR GRAPHIC DESIGNER | Spiffy On-Demand Car Care | Durham, NC

2020 – 2022

Brought company's visual identity to life through logos, color schemes, typography, and overall brand aesthetics. Crafted visually compelling graphics, illustrations, and layouts for marketing materials, packaging, websites, and product documentation. Designed packaging to enhance customer engagement with physical products and online platforms. Constructed and produced marketing materials such as brochures, flyers, advertisements, packaging, and digital assets (marketing campaigns, websites, banners, social media graphics, email templates). Crafted user interfaces (UI) and user experience (UX) designs for company websites, e-commerce platforms, and digital applications.

- Took lead in crafting visual identity, guaranteeing design alignment with new products and business lines.
- Balanced project management for multiple simultaneous design ventures, delivering marketing communications pieces within strict deadlines and budgets.
- Oversaw creative process from start to finish, collaborating with marketing, sales, and product development teams to understand needs and goals, and translate into effective design solutions.
- Prepared files for print production, ensuring accuracy, color consistency, and adherence to printing specifications in close collaboration with vendors.

GRAPHIC DESIGNER AND WEBSITE MANAGER | Company Name | Location

2018 – 2020

Maintained cohesive visual identity across various digital and print platforms while ensuring effective operation and optimization of company website. Built, updated, and maintained marketing website on HubSpot, utilizing HTML/CSS. Updated website content, including text, images, videos, and downloadable resources. Implemented basic SEO techniques to improve website visibility and search engine rankings.

- Created comprehensive advertising and marketing campaigns, ensuring visual consistency and brand strength.
- Executed brand and campaign photoshoots and other digital asset creation.
- Collaborated with software developers to enhance UI experiences in mobile applications, ensuring consistent and user-friendly interface.
- Established standard brand style guide for company, ensuring brand-consistent element usage and guidelines.
- Selected and managed vendor relationships for marketing materials, monitoring pre- and post-production quality, and processing vendor invoices.

EARLIER EXPERIENCE HIGHLIGHTS

Earlier positions include Typeset Computer Design Associate, Art Museum Associate, and Graphic Design Intern at organizations including FilePoint, Covington Art Museum, Miss P Design, and CAM Raleigh.