



Kelly Nelson
Senior Designer
kellynelsondesign.com
949-275-7876

Qualifications

Highly creative and multi-talented Web Designer with the ability to design concepts that are on-target, on-brand, motivational and original.

Over six years of professional and freelance experience in advertising, marketing, print and web design.

Adept at devising and implementing design in deadline-driven work environments.

Proven ability to plan, manage and conceptualize multiple projects effectively.

Skills

Web Graphics, User Interface Graphics, Typography, Logo & Identity Design, Page Layout
Adobe CS (InDesign, Photoshop, Illustrator, Flash, Dreamweaver, After Effects) Logic Pro
Understanding knowledge of HTML & CSS, Wordpress

Education

8/01 to 5/05 **Academy of Art University, New Media, San Francisco, CA**
Bachelor of Fine Arts in Computer Arts

Experience

9/11 to present **Graphic Designer, Intuit Financial Services, Woodland Hills, CA**
Create signs, banner, posters, sales, and data sheets for marketing conference
Design & update TurboTax marketing banners, landing pages, splash page, and email blast for seasonal campaigns
Create marketing campaign 'creative guides'

4/11 to 9/11 **Web Designer, 1-800-Dentist, Los Angeles, CA**
Created internal UI design from wireframes
Developed & designed banner and mobile ads in various unit sizes following specific details
Updated monthly newsletter
Created print ad layouts for marketing B2B clients
Designed marketing newsletter templates
Created & developed E-mail blast

3/09 to 2/11 **Web Designer, Kaiser Permanente, Pasadena, CA**
Responsible for designing marketing templates and patient sections of company website
Created new web pages, landing pages and micro-sites following brand style guides
Created web pages based on wireframes from IX Designer
Migrated obsolete legacy platform site and transformed it into new web portal platform
Managed quality control and design reviews on KP enterprise sites across multiple browsers
Designed and maintained landing pages for monthly e-newsletter
Worked in an Agile environment
Created and updated style guides

8/08 to 3/09 **Freelance Web Designer, Kelly Nelson Design, Los Angeles, CA**
Specialized in comprehensive website design and multimedia projects
Developed banner ads and mobile ads in various sizes, according to client specification

5/07 to 8/08 **Graphic Designer, Experian Consumer Direct, Irvine, CA**
Developed and created various banner and promotion ads for FreeCreditReport.com
Designed multi-variant landing pages for testing
Implemented modifications and updates to ECD affiliated websites

8/05 to 5/07 **Web Production Artist, Arbonne International, Irvine, CA**
Performed HTML production on a large-scale, enterprise site [Arbonne.com] on layout and coding of interior web pages for six versions in three languages
Maintained and updated Arbonne.com, GoFigure8.com and ArbonneUniversity.com on a scheduled-monthly basis
Created PDFs and assisted with photo, video and interactive projects
Responsible for design and Flash production for ArbonneUniversity.com
Trained other employees on ArbonneUniversity.com module production
Responsible for internal business communications regarding production, revision and deadlines of project leads by Marketing Communications, Events and Business Development departments
Developed and designed monthly e-newsletters, online party invitations and monthly homepage banner rotation