

## Kelly Nelson

www.kellynelsondesign.com

Kelly@kellynelsondesign.com

949.275.7876

<b>Qualifications</b>	Over eight years of professional and freelance experience in advertising, marketing, digital, print, mobile, and social media. Capable of managing multiple projects.
<b>Software</b>	Adobe CC 2018 (InDesign, Photoshop, Illustrator) Sketch, and InVision.
<b>Education</b>	8/01 to 5/05 <b>Academy of Art University, New Media, San Francisco, CA</b> Bachelor of Fine Arts in Computer Arts
<b>Experience</b>	8/08 to 5/18 <b>Freelance Visual Designer, Kelly Nelson Design, San Francisco/Los Angeles, CA</b> <ul style="list-style-type: none"><li>• <i>Clients:</i> Tibco Software, Ready State, Revel Systems, Swirl Advertising, Saba Software</li><li>• Designed social media post cards, mastheads, channel art, video end cards, and video thumbnails</li><li>• Designed banner ads (web and mobile), landing pages, emails, and interactive PDFs</li><li>• Created mobile versions of desktop sites</li><li>• Created style guide and annotated PSDs for dev teams</li></ul>
	9/17 to 2/18 <b>Production Designer, One Medical, San Francisco, CA</b> <ul style="list-style-type: none"><li>• Update and create marketing collateral (brochure, posters, flyers and postcards)</li><li>• Create multiple email campaigns</li><li>• Create marketing material across enterprise, corporate, B2B and consumers</li></ul>
	9/15 to 3/17 <b>Production Designer, CBS Interactive, San Francisco, CA</b> <ul style="list-style-type: none"><li>• Design support for Cnet, Cnet Español, and Roadshow</li><li>• Creating infographics for editorial team</li><li>• Creating social media post cards</li></ul>
	9/11 to 6/12 <b>Visual Designer, Intuit Financial Services, Woodland Hills, CA</b> <ul style="list-style-type: none"><li>• Created signs, banner, posters, sales, and data sheets for marketing conference</li><li>• Developed and designed banner ads, mobile ads, landing page in various unit sizes for TurboTax</li><li>• Created and updated interactive marketing collateral quarterly</li></ul>
	4/11 to 9/11 <b>Visual Designer, 1-800-Dentist, Los Angeles, CA</b> <ul style="list-style-type: none"><li>• Created UI from wireframes for Customer Service Reps</li><li>• Developed and designed banner and mobile ads</li><li>• Designed and maintained monthly e-newsletters</li><li>• Designed print ads for marketing B2B clients</li><li>• Created and developed variant marketing email blasts</li></ul>
	3/09 to 2/11 <b>Web Designer, Kaiser Permanente, Pasadena, CA</b> <ul style="list-style-type: none"><li>• Managed and designed marketing templates for KP.org enterprise website</li><li>• Designed new templates for landing pages and microsites adhering to strict brand style guides</li><li>• Designed web pages based on wireframes</li><li>• Managed quality control and design on KP.org enterprise sites across multiple browsers</li><li>• Designed and maintained landing pages for monthly e-newsletter</li><li>• Created and updated style guides</li></ul>
	5/07 to 8/08 <b>Graphic Designer, Experian Consumer Direct, Irvine, CA</b> <ul style="list-style-type: none"><li>• Developed and created marketing banner ads for FreeCreditReport.com</li><li>• Designed multi-variant landing pages for testing</li><li>• Implemented modifications and updates to ECD affiliated enterprise websites</li></ul>