

Kelly Nelson
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Qualifications	Over eight years of professional and freelance experience in advertising, digital, print, mobile, social and web design. Capable of managing multiple projects effectively.
Skills	Visual Design, Corporate Social Media, User Interface and Typography.
Software	Adobe CC 2017 (InDesign, Photoshop, Illustrator) Sketch, and InVision.
Education	8/01 to 5/05 Academy of Art University, New Media, San Francisco, CA Bachelor of Fine Arts in Computer Arts
Experience	9/15 to 3/17 Production Designer, CBS Interactive, San Francisco, CA <ul style="list-style-type: none">• Design support for Cnet, Cnet Español, and Roadshow• Creating infographics for editorial team• Creating social media post cards
	8/08 to 9/15 Freelance Visual Designer, Kelly Nelson Design, San Francisco/Los Angeles, CA <ul style="list-style-type: none">• <i>SF Clients:</i> Ready State, Revel Systems, Swirl Advertising, Saba Software• <i>LA Clients:</i> 1-800-Dentist, Match Creative, Brandman University, The Strausburg Agency• Designed social media post cards, mastheads, channel art, video end cards, and video thumbnails• Designed banner ads (web and mobile), landing pages, emails, and interactive PDFs• Assisted in building mobile versions of desktop site• Created style guide and annotated PSDs for dev teams
	9/11 to 6/12 Visual Designer, Intuit Financial Services, Woodland Hills, CA <ul style="list-style-type: none">• Created signs, banner, posters, sales, and data sheets for marketing conference• Developed and designed banner ads, mobile ads, landing page in various unit sizes for TurboTax• Created and updated interactive marketing collateral quarterly
	4/11 to 9/11 Visual Designer, 1-800-Dentist, Los Angeles, CA <ul style="list-style-type: none">• Created UI from wireframes for Customer Service Reps• Developed and designed banner and mobile ads• Designed and maintained monthly e-newsletters• Designed print ads for marketing B2B clients• Created and developed variant marketing email blasts
	3/09 to 2/11 Web Designer, Kaiser Permanente, Pasadena, CA <ul style="list-style-type: none">• Managed and designed marketing templates for KP.org enterprise website• Designed new templates for landing pages and microsites adhering to strict brand style guides• Designed web pages based on wireframes• Managed quality control and design on KP.org enterprise sites across multiple browsers• Designed and maintained landing pages for monthly e-newsletter• Created and updated style guides
	5/07 to 8/08 Graphic Designer, Experian Consumer Direct, Irvine, CA <ul style="list-style-type: none">• Developed and created marketing banner ads for FreeCreditReport.com• Designed multi-variant landing pages for testing• Implemented modifications and updates to ECD affiliated enterprise websites
	8/05 to 5/07 Web Production Artist, Arbonne International, Irvine, CA <ul style="list-style-type: none">• Performed HTML/CSS on a large-scale, enterprise site [Arbonne.com] in multiple languages• Maintained and updated companys monthly various product/international websites• Created PDFs and assisted with photo, video and interactive projects• Managed monthly Flash-based tutorials for ArbonneUniversity.com• Developed and designed monthly homepage banner rotation